

DAFTAR PUSTAKA

- [1] P. Kotler and K. L. Kevin, Manajemen Pemasaran, Jakarta: PT. Gelora Aksara Pratama, 2008.
- [2] Sugiyono, Metode penelitian pendidikan:(pendekatan kuantitatif, kualitatif dan R & D), Bandung: Alfabeta, 2008.
- [3] R. Pressman, Rekayasa Perangkat Lunak : Pendekatan Praktisi Buku I, Yogyakarta: Andi, 2015.
- [4] M. Nasution, Manajemen Mutu Terpadu, Jakarta: Ghalia Indonesia, 2004.
- [5] Fajar and Laksana, Manajemen Pemasaran, Yogyakarta: Graha Ilmu, 2008.
- [6] P. Kotler and G. Amstrong, Prinsip-prinsip Pemasaran Jilid 1 dan Jilid 2, Jakarta: Erlangga, 2010.
- [7] G. Terry, Manajemen Sumber Daya Manusia. Edisi Pertama., Jakarta: Kencana, 2010.
- [8] E. e. a. Turban, Electronic Commerce a Managerial Perspective, New Jersey: Pearson Education International, 2004.
- [9] J. Febrian, Kamus Komputer dan Teknologi Informasi, Bandung: Informatika, 2004.
- [10] A. Solichin, Pemrograman Web dengan PHP dan MySQL, Jakarta: Budi Luhur, 2016.
- [11] B. Oetomo, Perancangan dan Pembangunan Sistem Informasi, Yogyakarta: Andi, 2002.
- [12] T. a. B. C. Conolly, Database Systems A Practical Approach to Design, Implementation, and Management., Boston: Pearson Education, 2010.
- [13] K. L. J. Laudon, Management Systems : Managing the Digital Firm, New Jersey: Prentice Hall, 2012.
- [14] E. Haughee, Sublime Text Starter, Birmingham: PACKT Publishing, 2013.
- [15] A. F. Sibero, Web Programming Power Pack, Yogyakarta: MediaKom, 2013.

- [16] A. Kadir and T. C. Triwahyuni, Pengantar Teknologi Informasi. Edisi Revisi, Yogyakarta: Andi, 2013.
- [17] B. Nugroho, Dasar Pemrograman PHP - MySQL dengan Dreamweaver, Yogyakarta: Gava Media, 2013.
- [18] Jogiyanto, Analisis dan Desain Sistem Informasi: Pendekatan Terstruktur Teori dan Aplikasi Bisnis, Yogyakarta: Andi, 2005.
- [19] Hasanuddin and Aryanto, "IMPLEMENTASI E-CRM DALAM JARINGAN USAHA RETAIL TRADISIONAL DAN UKM," *Jurnal FASILKOM*, vol. 8, pp. 299-302, 2019.
- [20] R. Yunitarini, P. B. Santoso and H. Nurwasito, "Implementasi Perangkat Lunak Electronic Customer Relationship Management (E-CRM) dengan Metode Framework of Dynamic CRM," *Jurnal EECCIS*, vol. 6, pp. 83-90, 2012.
- [21] A. B. Ramadhan , A. Kusumawati and R. Y. Dewantara, "PERAN E-CRM (ELECTRONIC CUSTOMER RELATIONSHIP MANAGEMENT) DALAM MENINGKATKAN KUALITAS PELAYANAN (Studi pada Harris Hotel & Conventions Malang)," *Jurnal Administrasi Bisnis (JAB)*, vol. 40, pp. 194-198, 2016.
- [22] A. R. Aryansyah and Yuliazmi, "IMPLEMENTASI ANALISA DAN PERANCANGAN SISTEM DENGAN KONSEP ELECTRONIC CUSTOMER RELATIONSHIP MANAGEMENT (E-CRM) PT. AS-SALAM MULYA AL-HAROMAIN," *Jurnal IDEALIS*, vol. 1, pp. 347-353, 2018.
- [23] R. Adlan, W. Agustin and Y. Efendi, "Rancangan Website E-CRM (Electronics Customer Relationship Management) Pada House Of Smith Pekanbaru," *IT Journal Research and Development (ITJRD)*, vol. 3, pp. 9-18, 2019.

- [24] A. Kennedy, "ELECTRONIC CUSTOMER RELATIONSHIP MANAGEMENT (eCRM): OPPORTUNITIES AND CHALLENGES IN A DIGITAL WORLD," *Irish Marketing Review*, vol. 18, pp. 58-68, 2006.
- [25] N. Azila and M. Noor, "Electronic Customer Relationship Management Performance: Its Impact on Loyalty From Customers' Perspectives," *International Journal of e-Education, e-Business, e-Management and e-Learning*, vol. 1, pp. 1-6, 2011.