

DAFTAR PUSTAKA

- Bahri, R. S. (2020). Kajian literature strategi ritel omnichannel sebagai pengembangan dari strategi ritel multichannel pada industri ritel. *Journal of Accounting and Business Studies*, 5(2).
- Berman, B., Wang, A., & Kim, J. (2021). *The role of data-driven personalization in enhancing customer experience*. *Journal of Business Research*, 135, 215-228.
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing: Strategy, Implementation and Practice (7th ed.)*. Pearson Education.
- Chaffey, D., Ellis-Chadwick, F., & Mayer, R. (2009). *Internet marketing: strategy, implementation and practice*. Pearson education
- Grewal, D., Levy, M., & Kumar, V. (2021). *Omnichannel marketing: The intersection of strategy, data, and technology*. *Journal of Retailing*, 97(2), 201-218.
- Grewal, D., Roggeveen, A. L., (2020). *Understanding Retail Experiences and Customer Journey Management*. *Journal of Retailing*, 96(1), 1-6. <https://doi.org/10.1016/j.jretai.2020.02.002>
- Humphrey, (2005). SWOT analysis for management consulting. *SRI alumni Newsletter*, 1(2), 7-8.
- Jeffery, M. (2010). *Data-Driven Marketing: The 15 Metrics Everyone in Marketing Should Know*. Wiley.
- Juliana. (2021). *Peran personalisasi dalam meningkatkan keterlibatan pelanggan pada media sosial*. *Jurnal Manajemen Pemasaran*, 12(1), 45-56.
- Kang, Jee-Won & Namkung, Young. (2019). The role of personalization on continuance intention in food service mobile apps: A privacy calculus perspective. *International Journal of Contemporary Hospitality Management*. 31. 10.1108/IJCHM-12-2017-0783.
- Kotler, P. and Keller, Kevin L. 2016: *Marketing Management*, 15th Edition New Jersey: Pearson Pretice Hall, Inc.



, Armstrong, G., Harris, L. C., & He, H. (2020). *Principles of Marketing* eighth European Edition. UK : Pearson

- Kotler, P., Keller, K. L., & Chernev, A. (2018). *Marketing Management (15th ed.)*. Pearson Education.
- Kumar, V., & Reinartz, W. (2023). *Customer Relationship Management: Concept, Strategy, and Tools (4th ed.)*. Springer.
- Langan, R., Cowley, S., & Nguyen, C. (2022). *Digital and physical channel integration in omnichannel retailing: A customer-centric approach*. *Journal of Business Research*, 140, 122-134.
- Lemon, K. N., & Verhoef, P. C. (2022). *Understanding customer experience throughout the customer journey*. *Journal of Marketing*, 80(6), 69-96. <https://doi.org/10.1509/jm.15.0420>
- Li, J. and Chang, Y. (2024), "The influence of seamless shopping experience on customers' word of mouth on social media", *Journal of Services Marketing*, Vol. 38 No. 5, pp. 578-600. <https://doi.org/10.1108/JSM-04-2023-0135>
- Luthfina Chairunnisa. (2023). *Analisis pengaruh personalization dan hedonic motivation dalam menciptakan customer experience dan loyalty pada ritel omnichannel*. *Jurnal Ekonomi Digital*, 5(2), 78-94. <https://lib.ui.ac.id/detail?id=9999920533818&lokasi=lokal>
- McKinsey & Company Inc. (2020). *Valuation, DCF Model Download: Measuring and Managing the Value of Companies*. John Wiley & Sons.
- McKinsey & Company. (2021). *The value of personalization in retail marketing: Driving revenue and customer engagement*. McKinsey Insights. <https://www.mckinsey.com/>
- Muhammad Hafiz, R., Santoso, H., & Wijaya, L. (2023). *Analisis strategi omnichannel dan jalur pelanggan sebagai upaya peningkatan konektivitas konsumen terhadap produk (Studi Kasus pada UMKM Lazizaa di Kota Malang)*. *Jurnal Manajemen Bisnis*, 10(3), 33-47. <http://repository.ub.ac.id/189132/>
- Oestreicher-Singer, G., & Zalmanson, L. (2022). *The power of personalization in e-commerce: Insights and challenges*. *Journal of Digital Commerce*, 15(1), 21-37.
- Pallant, J. L., Karpen, I. O., & Sands, S. J. (2022). *What drives consumers to customize products? The mediating role of brand experience*. *Journal of Retailing and Consumer Services*, 64, 102773.



iansha. (2021). *Perkembangan teknologi dalam pemasaran omnichannel*. *Journal of Economics and Business UBS*, 8(2), 112-128. <https://doi.org/10.52644/joeb.v10i2.71>

- Siti Rahmah. (2020). *Pemanfaatan data pelanggan untuk personalisasi pemasaran di ritel modern*. Jurnal Pemasaran Digital, 9(1), 67-81.
- Smith, A., Johnson, R., & Lee, M. (2022). *Consumer trust and personalization: A balancing act in data-driven marketing*. Journal of Consumer Behavior, 19(4), 456-472.
- Titis Anggraini. (2022). *Penerapan Big Data untuk Personalisasi Produk dan Layanan pada E-Commerce di Indonesia*. Jurnal Teknologi Informasi dan Bisnis Digital, 7(2), 98-115.
- Undang-Undang Republik Indonesia Nomor 27 Tahun 2022 tentang Perlindungan Data Pribadi. Kementerian Sekretariat Negara.
- Verhoef, P. C., Beckers, S. F., & van Doorn, J. (2021). *Omnichannel marketing and the impact of digitalization on consumer behavior*. Journal of Marketing, 85(3), 23-41.
- Verhoef, P. C., Kannan, P. K., & Inman, J. J. (2015). *From multi-channel to omnichannel retailing: Introduction to the special issue on multi-channel retailing*. Journal of Retailing, 91(2), 174-181. <https://doi.org/10.1016/j.jretai.2015.02.005>
- Wang, R., Zhou, L., & Li, X. (2023). *Personalized marketing strategies and their impact on consumer purchasing behavior: A data-driven approach*. Journal of Business Research, 156, 112-128.
- Wedel, M., & Kannan, P. K. (2016). *Marketing analytics for data-rich environments*. Journal of Marketing, 80(6), 97-121. <https://doi.org/10.1509/jm.15.0413>

