

DAFTAR PUSTAKA

- Aditya Nirwana, Sudarmiati, & Melany. (2023). Implementation of Artificial Intelligence in Digital Marketing Development: a Thematic Review and Practical Exploration. *Jurnal Manajemen Bisnis, Akuntansi Dan Keuangan*, 2(1), 85–112. <https://doi.org/10.55927/jambak.v2i1.4034>
- Davenport, T. H., & Ronanki, R. (2018). Intelligence for the real world. *Harvard Business Review*, 96(1), 108–116.
- Dwinanda, G., Azisah, N., & Kalsum, U. (2023). *Volume . 20 Issue 3 (2023) Pages 319-328 AKUNTABEL : Jurnal Akuntansi dan Keuangan ISSN : 0216-7743 (Print) 2528-1135 (Online) Artificial intelligence dan marketing mix 7p (people & place) dalam mempengaruhi pelayanan prima Artificial intelligence*. 3(3), 319–328.
- Fiantika, Wasil M, Jumiati, Honesti, Wahyuni, Jonata, E. a. (2022). Metodologi Penelitian Kualitatif. In Metodologi Penelitian Kualitatif. In *Rake Sarasin* (Issue Maret). <https://scholar.google.com/citations?user=O-B3eJYAAAAJ&hl=en>
- Firdaus, I. C., Wijoyo, A., & Prasetyo, S. M. (2024). *Artificial Intelligence Di Marketing*. 3(1), 59–63.
- Foroudi, P., Gupta, S., Sivarajah, U., & Broderick, A. (2018). Investigating the effects of smart technology on customer dynamics and customer experience. *Computers in Human Behavior*, 80, 271–282. <https://doi.org/10.1016/j.chb.2017.11.014>
- Haleem, A., Javaid, M., Asim Qadri, M., Pratap Singh, R., & Suman, R. (2022). Artificial intelligence (AI) applications for marketing: A literature-based study. *International Journal of Intelligent Networks*, 3(September), 119–132. <https://doi.org/10.1016/j.ijin.2022.08.005>
- Jarek, K., & Mazurek, G. (2019). Marketing and Artificial Intelligence. *Central European Business Review*, 8(2), 46–55. <https://cebr.vse.cz/artkey/cbr-201902-0003.php>
- Kietzmann, J., Paschen, J., & Treen, E. (2018). Artificial Intelligence in Advertising. *Journal of Advertising Research*, 58(3), 263 LP – 267. <https://doi.org/10.2501/JAR-2018-035>
- Mahira, S. A., Sukoco, I., Barkah, C. S., Jamil, N., Novel, A., & Bisnis, J. A. (2023). Teknologi Artificial Intelligence Dalam Analisis Sentimen: Studi Literatur Pada Perusahaan Kata.Ai. *Bulan Agustus Tahun*, 6(2), 139–148.
- Maihani, S., Syalaisha, S. N., & Nur, T. M. (2023). *3817-12477-I-Sm*. 17, 1651–1661.
- Miles, Matthew B.; Huberman, A. Mickhael & Saldana, J. (2014). *Qualitative Data Analysis: A Methods Sourcebook*. 5–6.

- Pangkey, F. M., Furkan, L. M., & Mulyono, L. E. H. (2019). Pengaruh Artificial Intelligence dan Digital Marketing terhadap Minat Beli Konsumen. *Jmm Unram - Master of Management Journal*, 8(3), 258–269. <https://doi.org/10.29303/jmm.v8i3.448>
- Paschen, U., Pitt, C., & Kietzmann, J. (2020). Artificial intelligence: Building blocks and an innovation typology. *Business Horizons*, 63(2), 147–155. <https://doi.org/10.1016/j.bushor.2019.10.004>
- Pillarisetty, R., & Mishra, P. (2022). A Review of AI (Artificial Intelligence) Tools and Customer Experience in Online Fashion Retail. *International Journal of E-Business Research*, 18(2), 1–12. <https://doi.org/10.4018/ijebr.294111>
- Priowirjanto, E. S. (2022). *URGENSI PENGATURAN MENGENAI ARTIFICIAL INTELLIGENCE PADA SEKTOR BISNIS DARING DALAM MASA PANDEMI COVID-19 DI INDONESIA Pandemi Corona Virus Disease 2019 (COVID-19) di Indonesia yang mengharuskan adanya pembatasan terhadap kegiatan masyarakat , menimbulka. 6.*
- Saleh, S. (2017). Penerbit Pustaka Ramadhan, Bandung. *Analisis Data Kualitatif*, 1, 180. <https://core.ac.uk/download/pdf/228075212.pdf>

