

DAFTAR PUSTAKA

- [1] L. Farida, "Pemanfaatan Platform *E-Commerce* Melalui *Marketplace* Shopee Sebagai Upaya Peningkatan Penjualan Dan Mempertahankan Bisnis Di Masa Pandemi (Studi Pada Umkm Sektor *Fashion* Di Malang)," *Jurnal Manajemen*, vol. 12, no. 2, pp. 212-219, 2022.
- [2] T. Apriyono, M. Asir, dan K. Mere, "Strategi Omnichannel Dan Dampaknya Terhadap Keterlibatan Pelanggan Pada Bisnis Ritel," *Journal of Innovative and Creativity*, vol. 5, no. 3, pp. 28459-28463, Oktober 2025.
- [3] D. V. K. R. Buddula, H. H. S. Patchipulusu, N. Vattikonda, A. R. Polu, B. Narra, dan A. K. Gupta, "Predictive Analytics in E-Commerce: Effective Business Analysis through Machine Learning," *Journal of Emerging Trends in Scientific Research (JOETSR)*, vol. 1, no. 1, pp. 41-49, Desember 2023.
- [4] D. Mubarak, K. Adjani, B. D. R. Utama, M. M. Mutoffar, dan R. Indrayani, "Big Data Analytics Dan Machine Learning Untuk Memprediksi Perilaku Konsumen Di E-Commerce," *JIRE (Jurnal Informatika & Rekayasa Elektronika)*, vol. 8, no. 1, pp. 159-167, April 2025.
- [5] M. Premkumar, S. R. Ashokkumar, S. Anupallavi, D. Srinivasan, K. Prema, dan A. Kiran, "AI based strategic decision framework for precise e-commerce applications and ensuring consumer trust through tactical precision and decision-driven strategies," *Results in Engineering*, vol. 28, no. 108191, pp. 1-9, November 2025.
- [6] M. J. Ayala, N. González-Gallego, dan R. Arteaga-Sánchez, "Google search volume index and investor attention in stock market: a systematic review," *Financial Innovation*, vol. 10, no. 70, 2024.
- [7] A. Jaya, "Analisis Sentimen pandangan public terhadap profesi PNS (Pegawai Negeri Sipil) dari Twiter menerapkan Indonesian Roberta Base Sentiment Classifier," *Indonesian Journal of Data and Science (IJODAS)*, vol. 4, no. 1, pp. 38-44, Maret 2023.
- [8] X. Kong, Z. Chen, W. Liu, K. Ning, L. Zhang, S. M. Marier, Y. Liu, Y. Chen, dan F. Xia, "Deep learning for time series forecasting: a survey,"

- International Journal of Machine Learning and Cybernetics*, vol. 16, pp. 5079-5112, 2025.
- [9] D. Orlovskiy dan A. Kopp, "A Business Intelligence Dashboard Design Approach to Improve Data Analytics and Decision Making," dalam *CEUR Workshop Proceedings*, vol. 2833, 2020.
 - [10] A. S. Ogunmokun, E. D. Balogun, dan K. O. Ogunsola, "Business intelligence dashboard optimization model for real-time performance tracking and forecasting accuracy," *International Journal of Social Science Exceptional Research*, vol. 3, no. 1, pp. 201-208, 2024.
 - [11] S. Chataut, B. D. S. Gurung, A. Khanal, C. Lushbough, T. Do, S. Aryal, dan E. Gnimpieba, "Comparative Study of Domain Driven Terms Extraction Using Large Language Models," *arXiv preprint arXiv:2404.02330*, 2024.
 - [12] S. Roosta, S. J. Sadjadi, and A. Makui, "Predicting customer loyalty in omnichannel retailing using purchase behavior, socio-cultural factors, and learning techniques," *PLOS ONE*, vol. 20, no. 8, p. e0330338, Aug. 2025, doi: 10.1371/journal.pone.0330338.
 - [13] P. Pookduang, R. Klangbunrueang, W. Chansanam, and T. Lunrasri, "Advancing sentiment analysis: Evaluating RoBERTa against traditional and deep learning models," *Engineering, Technology & Applied Science Research*, vol. 15, no. 1, pp. 20167–20174, Feb. 2025, doi: 10.48084/etasr.9703.
 - [14] N. Sikana, S. Winardi, Gunawan, G. F. Situmorang, and R. Lubis, "Analisis sentimen untuk ulasan produk e-commerce Shopee menggunakan BERT," *Jurnal Sifo Mikroskil*, vol. 26, no. 2, pp. 223–238, Oct. 2025, doi: 10.55601/jsm.v26i2.1796.
 - [15] Y. Zhao, X. Yang, T. Qiang, and L. Liang, "Dynamic seed topic construction and LLM-driven multi-topic identification for social Q&A platforms," *Journal of Theoretical and Applied Electronic Commerce Research*, vol. 21, no. 8, p. 263, Aug. 2026, doi: 10.3390/jtaer21080263.
 - [16] S. S. Nuraini, A. M. Romadhoni, M. A. F. Taqiyuddin, and M. Wicaksono, "Pemanfaatan visualisasi data dalam business intelligence untuk strategi

bisnis perusahaan retail," *Jurnal Manuhara: Pusat Penelitian Ilmu Manajemen dan Bisnis*, vol. 3, no. 3, pp. 234–243, Jul. 2025, doi: 10.61132/manuhara.v3i3.1992.