

## DAFTAR PUSTAKA

- Arief, M. (2011). *Pemrograman Web Dinamis menggunakan PHP dan MySQL*. Yogyakarta: ANDI.
- Atyanto, D. B., E.R., M., & Soelaiman, R. (2011). Customer Profiling dengan Menggunakan K-Means Clustering untuk Mendukung Pengambilan Keputusan Strategis di PT. Pelabuhan Indonesia III (Persero). *Prosiding Seminar Nasional Manajemen Teknologi XIV*.
- Badan Pusat Statistik. (2019, Februari 6). *Indeks Produksi Triwulanan Industri Mikro dan Kecil (2010=100) menurut 2-digit KBLI, 2011-2018*. Dipetik Maret 6, 2019, dari Badan Pusat Statistik: <https://www.bps.go.id/>
- Bezdek, J. C. (1974). Numerical taxonomy with fuzzy sets. *Journal of Mathematical Biology*, 1(1), 57–71.
- Bezdek, James C. (1981). *Pattern Recognition with Fuzzy Objective Function Algorithms*.
- Chang, H., & Tsay, S. (2004). Integrating of SOM and K-mean in data mining clustering: An empirical study of CRM and profitability evaluation. *Journal Of Information Management*.
- Han, J., & Kamber, M. (2006). *Data Mining : Concepts and Techniques, Second Edition*.
- Haqiqi, B. N., & Kurniawan, R. (2015). Analisis Perbandingan Metode Fuzzy C-Means Dan Subtractive Fuzzy C-Means. *Media Statistika*, 8(2).
- Hardiani, T., Sulistyono, S., & Hartanto, R. (2015). Segmentasi Nasabah Tabungan Menggunakan Model RFM ( Recency , Frequency , Monetary ) dan K-Means Pada Lembaga Keuangan Mikro ISBN : 979-26-0280-1 ISBN : 979-26-0280-1. *Seminar Nasional Teknologi Informasi Dan Komunikasi Terapan (SEMANTIK)*, (May), 463–468.
- Kasali, R. (2007). *Membidik pasar Indonesia: segmentasi, targeting, dan positioning*. Jakarta: Gramedia Pustaka Utama.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2019). *Marketing 4.0: Bergerak dari Tradisional ke Digital*. Jakarta: PT Gramedia Pustaka Utama.
- Khajvand, M., Zolfaghar, K., Ashoori, S., & Alizadeh, S. (2011). Estimating customer lifetime value based on RFM analysis of customer purchase behavior: Case study. *Procedia Computer Science*, 3, 57–63.
- Kotler, P., & Keller, K. L. (2015). *Marketing Management*. In *Prentice Hall*.
- Kurniawan, R., & Haqiqi, B. N. (2015). *Pengelompokan Menggunakan Metode Subtractive Fuzzy C-Mean ( SFCM )*, *Studi Kasus Demam Berdarah Di Jawa Timur*. 3(2).
- Kusumadewi, S., & Purnomo, H. (2010). *Aplikasi Logika Fuzzy untuk Pendukung Keputusan*. Yogyakarta: Graha Ilmu.

- Laravel. (2019). *Introduction : Laravel*. Dipetik November 22, 2019, dari Laravel documentation: <https://laravel.com/>
- Lim, H., Choi, Y., Khac, C. N., & Jung, H. Y. (2017). Moving object detection using cell baesed optical flow for static and dynamic scenes. *Journal of Theoretical and Applied Information Technology*, 95(18), 4416–4426.
- Liu, W. Y., Xiao, C. J., Wang, B. W., Shi, Y., & Fang, S. F. (2003). Study on combining subtractive clustering with fuzzy c-means clustering. *International Conference on Machine Learning and Cybernetics*, 5(November), 2659–2662.
- Maryani, I., & Riana, D. (2017). Clustering and profiling of customers using RFM for customer relationship management recommendations. *2017 5th International Conference on Cyber and IT Service Management, CITSM 2017*, 2–7.
- Monalisa, S., Nadya, P., & Novita, R. (2019). Analysis for customer lifetime value categorization with RFM model. *Procedia Computer Science*, 161, 834–840.
- Parvaneh, A., Tarokh, M., & Abbasimehr, H. (2014). Combining data mining and group decision making in retailer segmentation based on LRFMP variables. *International Journal of Industrial Engineering & Production Research*, 25(3), 197–206.
- Peker, S., & Koçyiğit, A. (2018). LRFMP model for customer segmentation in the grocery retail industry: a case study. *Marketing Intelligence & Planning*, 30(3), 583–584.
- Ramadhan, A., Mustakim, & Efendi, Z. (2017). Perbandingan K-Means dan Fuzzy C-Means untuk Pengelompokan Data User Knowledge Modeling. *Seminar Nasional Teknologi Informasi, Komunikasi Dan Industri (SNTIKI) 9*, 219–226.
- Rumiarti, C. D., & Budi, I. (2017). Segmentasi Pelanggan Pada Customer Relationship Management Di Perusahaan Ritel: Studi Kasus PT Gramedia Asri Media. *Jurnal Sistem Informasi (Journal of Information System)*, 13(1), 477–484.
- Schmuller, J. (2004). *Sams Teach Yourself UML in 24 Hours, Third Edition*.
- Soeini, R. A., & Fathalizade, E. (2012). Customer Segmentation based on Modified RFM Model in Insurance Industry. *Ipcsit*, 25, 101–104.
- Suyoto, A. W. (2018). *Implementasi Customer Relantionship Management (CRM) Dengan Pendekatan Clustering Berbasis Knowledge Management (KM) (Studi Kasus PT Djawa Furni Lestari)*. Universitas Islam Indonesia.
- Zahrotun, L. (2017). *Implementation of Data Mining Technique for Customer Relationship Management ( CRM ) on Online Shop Tokodipers . com With Fuzzy C-Means Clustering*. 299–303.