

DAFTAR ISI

HALAMAN JUDUL.....	i
HALAMAN PENGESAHAN PEMBIMBING.....	ii
HALAMAN PENGESAHAN PENGUJI.....	iii
PERNYATAAN KARYA ASLI.....	iv
PERNYATAAN BEBAS PLAGIASI.....	v
ABSTRAK.....	vi
ABSTRACT.....	vii
KATA PENGANTAR	viii
DAFTAR ISI.....	ix
DAFTAR TABEL.....	xi
DAFTAR GAMBAR	xii
BAB I PENDAHULUAN	1
1.1 Latar Belakang	1
1.2 Rumusan Masalah	2
1.3 Batasan Masalah.....	2
1.4 Tujuan Penelitian.....	3
1.5 Manfaat Penelitian.....	3
1.6 Tahapan Penelitian	3
1.7 Sistematika Penulisan.....	4
BAB II TINJAUAN LITERATUR.....	6
2.1 Landasan Teori	6
2.1.1 Segmentasi Pelanggan E-commerce	6
2.1.2 Analisis Model RFM	6
2.1.3 Algoritma K-Means.....	6
2.1.4 Metode IQR Untuk Deteksi dan Menghapus Outlier.....	7
2.1.5 Metode Silhouette Index	8
BAB III METODOLOGI PENELITIAN	13
3.1 Metodologi Penelitian	13
3.1.1 Identifikasi Masalah	14
3.1.2 Studi Literatur	14
3.1.3 Pengumpulan Data	14
3.1.4 Preprocessing Data	17
3.1.5 Outlier Detection	20
3.1.6 Data Clustering.....	25
3.1.7 Model Evaluation	31
3.2 Metodologi Pengembangan Sistem	33
3.2.1 Analisis Kebutuhan Sistem	33
3.2.2 Perancangan Sistem.....	34
3.2.3 Pengujian Sistem	43

BAB IV HASIL DAN PEMBAHASAN.....	44
4.2 Hasil Penelitian	44
4.1.1 Data Initialization	45
4.1.2 Preprocessing Data	45
4.1.3 Outlier Detection	47
4.1.4 Pembobotan Variabel	50
4.1.5 Data Clustering.....	51
4.1.6 Model Evaluation	53
4.1.7 System Implementation.....	55
4.1.8 System Testing	61
4.2 Pembahasan.....	62
BAB V PENUTUP	64
5.1 Kesimpulan.....	64
5.2 Saran.....	64
DAFTAR PUSTAKA.....	65

DAFTAR TABEL

Tabel 2.1 Nilai Silhouette.....	8
Tabel 2.2 Studi Literatur.....	9
Tabel 2.2 State of The Art.....	10
Tabel 2.3 State of The Art.....	11
Tabel 3.1 Pertanyaan Kuesioner.....	15
Tabel 3.2 Parameter Penelitian.....	16
Tabel 3.3 Sorted Data Recency	21
Tabel 3.4 Sorted Data Frequency	22
Tabel 3.5 Sorted Data Monetary	24
Tabel 3.6 Data Sampel Recency, Frequency, Monetary	26
Tabel 3.7 Titik Pusat Cluster.....	27
Tabel 3.8 Hasil Clustering Iterasi Satu.....	27
Tabel 3.9 Pusat Cluster Satu Baru.....	28
Tabel 3.10 Pusat Cluster Dua Baru	28
Tabel 3.11 Pusat Cluster Tiga Baru	29
Tabel 3.12 Pusat Cluster Empat Baru	29
Tabel 3.13 Perbandingan Pusat Cluster Baru dan Lama	30
Tabel 3.14 Hasil Akhir Proses Clustering	30
Tabel 3.13 Hasil Clustering	32
Tabel 3.14 Hasil Silhouette Score	33
Tabel 3.15 Spesifikasi Kebutuhan Perangkat Keras	34
Tabel 3.16 Spesifikasi Kebutuhan Perangkat Lunak	34
Tabel 3.17 Rancangan Pengujian Aplikasi.....	43
Tabel 4.1 Proses Import Data	45
Tabel 4.2 Proses Removing Unused and Null Data.....	46
Tabel 4.3 Proses Encoding Data.....	47
Tabel 4.4 Proses Outlier Detection	48
Tabel 4.5 Proses Outlier Replacement	49
Tabel 4.6 Proses Pembobotan Variabel.....	50
Tabel 4.7 Proses Elbow Method dan Silhouette Score	51
Tabel 4.8 Proses K-Means Modelling	52
Tabel 4.9 Pembagian Cluster Hasil K-Means	53
Tabel 4.10 Proses Silhouette Vizualitation	54
Tabel 4.11 Hasil Pengujian Aplikasi	61
Tabel 4.12 Hasil Pengujian Aplikasi	62

DAFTAR GAMBAR

Gambar 3.1 Alur Tahapan Penelitian.....	13
Gambar 3.2 Kuesioner	15
Gambar 3.3 Flowchart Utama	17
Gambar 3.4 Flowchart Remove Unused and Null Data.....	18
Gambar 3.5 Flowchart Encoding Data.....	19
Gambar 3.6 Flowchart Outlier Detection.....	20
Gambar 3.6 Flowchart Clustering Data	26
Gambar 3.7 Flowchart Model Evaluation.....	31
Gambar 3.8 Rancangan Arsitektur Sistem	34
Gambar 3.9 Proses DFD Level 0	35
Gambar 3.10 Proses DFD Level 1	36
Gambar 3.11 Proses DFD Level 2 - Remove Unused Data and Null Value	36
Gambar 3.12 Proses DFD Level 2 - Encoding Data	37
Gambar 3.13 Proses DFD Level 2 - Outlier Detection	37
Gambar 3.14 Proses DFD Level 2 - Modelling	38
Gambar 3.15 Proses DFD Level 2 - Model Evaluation	39
Gambar 3.16 Rancangan Halaman Raw Data.....	40
Gambar 3.17 Rancangan Halaman Data Cleansing	40
Gambar 3.18 Rancangan Halaman Data Preparation.....	41
Gambar 3.19 Rancangan Halaman Modelling	41
Gambar 3.20 Rancangan Halaman Clustering Comparison	42
Gambar 3.20 Rancangan Halaman Clustering Comparison	42
Gambar 4.1 Tampilan Aplikasi Sistem Klasterisasi Pelanggan E-Commerce	44
Gambar 4.2 Hasil Removing Unused and Null Data.....	46
Gambar 4.3 Hasil Encoding Data	47
Gambar 4.4 Hasil Outlier Detection	48
Gambar 4.5 Hasil Outlier Replacement	49
Gambar 4.6 Hasil Pembobotan Variabel	50
Gambar 4.7 Hasil Visualisasi Elbow Method dan Silhouette Score.....	52
Gambar 4.8 Hasil Silhouette Vizualitation.....	55
Gambar 4.9 Halaman Raw Data.....	56
Gambar 4.10 Halaman Data Cleansing - Remove Unused and Null Data	56
Gambar 4.11 Halaman Data Cleansing - Encoded Data.....	57
Gambar 4.12 Halaman Data Preparation - Outliers Detection.....	57
Gambar 4.13 Halaman Data Preparation - Outliers Replacement.....	58
Gambar 4.14 Halaman Modelling - Elbow Method and Silhouette Score	58
Gambar 4.15 Halaman Modelling - Clustering Result.....	59
Gambar 4.16 Halaman Data Comparison - Before IQR Optimization	59
Gambar 4.17 Halaman Data Comparison - After IQR Optimization	60
Gambar 4.18 Halaman Cluster Analysis - Final Analysis	60
Gambar 4.19 Halaman Cluster Analysis - Model Evaluation	61