DAFTAR PUSTAKA

Abdulhafedh, A. (2021). Incorporating K-means, Hierarchical Clustering and PCA in Customer Segmentation. *Journal of City and Development*, *3*(1), 12–30. https://doi.org/10.12691/jcd-3-1-3

Ardana, C. H., Khoyum, A. A. A. A. A., & Faisal, M. (2024). Segmentasi Pelanggan Penjualan Online Menggunakan Metode K-means Clustering. *JISKA (Jurnal Informatika Sunan Kalijaga)*, *9*(1), 1–9. https://doi.org/10.14421/jiska.2024.9.1.1-9

Assiroj, P., Imigrasi, P., Fauzi, A., Buana, U., & Karawang, P. (2017). *Data Mining Dengan Teknik Clustering Menggunakan Algoritma K-Means Pada Data Transaksi Superstore*. https://doi.org/10.5281/zenodo.1186505

Astuti, W., & Adiwijaya. (2018). Support vector machine and principal component analysis for microarray data classification. *Journal of Physics: Conference Series*, *971*(1). https://doi.org/10.1088/1742-6596/971/1/012003

Dash, P., & Nayak, M. (2014). Principal Component Analysis using Singular Value Decomposition for Image Compression. *International Journal of Computer Applications*, *93*(9), 21–27. https://doi.org/10.1088/1757-899X/263/4/042082

Dash, R., Mishra, D., Rath, A. K., & Acharya, M. (2010). A hybridized K-means clustering approach for high dimensional dataset. *International Journal of Engineering, Science and Technology*, *2*(2), 59–66. https://doi.org/https://doi.org/10.4314/ijest.v2i2.59139

Defina, F., Alhamdani, S., Dianti, A. A., & Azhar, Y. (2021). Segmentasi Pelanggan Berdasarkan Perilaku Penggunaan Kartu Kredit Menggunakan Metode K-Means Clustering. In *JISKa* (Vol. 6, Issue 2). MEI. https://www.kaggle.com/arjunbhasin2013/ccdata.

Ding, C., & He, X. (2004). K-means Clustering via Principal Component Analysis. *Wenty-First Interna□onal Conference on Machine Learning – ICML*, 29. https://doi.org/https://doi.org/10.1145/1015330.1015408

Emary, E., Zawbaa, H. M., Ghany, K. K. A., Hassanien, A. E., & Parv, B. (2015). Firefly optimization algorithm for feature selection. *ACM International Conference Proceeding Series*, *02-04-September-2015*. https://doi.org/10.1145/2801081.2801091

Fan, C., Chen, M., Wang, X., Wang, J., & Huang, B. (2021). A Review on Data Preprocessing Techniques Toward Efficient and Reliable Knowledge Discovery From Building Operational Data. In *Frontiers in Energy Research* (Vol. 9). Frontiers Media S.A. https://doi.org/10.3389/fenrg.2021.652801

Febriani, A., & Putri, S. A. (2020). Segmentasi Konsumen Berdasarkan Model Recency, Frequency, Monetary dengan Metode K-Means. *JIEMS (Journal of Industrial Engineering and Management Systems)*, *13*(2). https://doi.org/10.30813/jiems.v13i2.2274

Gárate-Escamila, A. K., Hajjam El Hassani, A., & Andrès, E. (2020). Classification models for heart disease prediction using feature selection and PCA. *Informatics in Medicine Unlocked*, *19*. https://doi.org/10.1016/j.imu.2020.100330

Hariguna, T., & Chen, S. C. (2024). Customer Segmentation and Targeted Retail Pricing in Digital Advertising using Gaussian Mixture Models for Maximizing Gross Income. In *J. Digit. Mark. Digit. Curr* (Vol. 1, Issue 2).

Idowu, O., Annam, A., Rangarajan, E., & Kattukottai, S. (2019, August). *Customer Segmentation Based on RFM Model Using K-Means, Hierarchical and Fuzzy C-Means Clustering Algorithms*. Https://Www.Researchgate.Net/Publication/342571209_Customer_Segmentation_Based_on_RFM_Model_Using_K-Means_Hierarchical_and_Fuzzy_C-_Means_Clustering_Algorithms. https://doi.org/10.13140/RG.2.2.15379.71201

Kansal, T., Bahuguna, S., Singh, V., & Choudhury, T. (2018). Customer Segmentation using K-means Clustering. *2018 International Conference on Computational Techniques, Electronics and Mechanical Systems (CTEMS)*, *12*(7), 135–139. https://doi.org/10.1109/CTEMS.2018.8769171

Kanungo, T., Member, S., Mount, D. M., Netanyahu, N. S., Piatko, C. D., Silverman, R., & Wu, A. Y. (2002). An Efficient k-Means Clustering Algorithm: Analysis and Implementation. *EEE TRANSACTIONS ON PATTERN ANALYSIS AND MACHINE INTELLIGENCE*, *24*(7), 881–892.

Komarasamy, G., & Wahi, A. (2012). An Optimized K-Means Clustering Technique using Bat Algorithm. In *European Journal of Scientific Research* (Vol. 84, Issue 2). http://www.europeanjournalofscientificresearch.com

Kushwaha, Y., & Prajapati, D. (2020). Customer Segmentation using K-Means Algorithm. *INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS*. https://ijcrt.org/papers/IJCRT_196650.pdf

Langensiepen, C., Cripps, A., & Cant, R. (2018). Using PCA and K-Means to predict likeable songs from playlist information. *Proceedings - 2018 UKSim-AMSS 20th International Conference on Modelling and Simulation, UKSim 2018*, 26–31. https://doi.org/10.1109/UKSim.2018.00017

Luo, S., Chen, T., & Jian, L. (2018). Using principal component analysis and least squares support vector machine to predict the silicon content in blast furnace system. *International Journal of Online Engineering*, *14*(4), 149–162. https://doi.org/10.3991/ijoe.v14i04.8397

Moubayed, A., Injadat, M., Shami, A., & Lutfiyya, H. (2020). Student Engagement Level in an e-Learning Environment: Clustering Using K-means. *American Journal of Distance Education*, *34*(2), 137–156. https://doi.org/10.1080/08923647.2020.1696140

Mulyani, H., Setiawan, R. A., & Fathi, H. (2023). Optimization of K Value in Clustering Using Silhouette Score (Case Study: Mall Customers Data). *Journal of Information Technology and Its Utilization*, *6*(2), 45–50. https://doi.org/10.56873/jitu.6.2.5243

Mulyo, I. A., & Heikal, J. (2022). Customer Clustering Using The K-Means Clustering Algorithm in Shopping Mall in Indonesia Article Information. *Management Analysis Journal*, *4*. https://doi.org/https://doi.org/10.15294/maj.v11i4.61894

Muningsih, E., Hasan, N., & Sulistyo, G. B. (2020). Penerapan Metode Principle Component Analysis (PCA) untuk Clustering Data Kunjungan Wisatawan Mancanegara ke Indonesia. *Bianglala Informatika*, *8*(1), 58–62. https://doi.org/10.31294/bi.v8i1.8470

Nainggolan, R., Perangin-Angin, R., Simarmata, E., & Tarigan, A. F. (2019). Improved the Performance of the K-Means Cluster Using the Sum of Squared Error (SSE) optimized by using the Elbow Method. *Journal of Physics: Conference Series*, *1361*(1). https://doi.org/10.1088/1742-6596/1361/1/012015

Nayak, J., Naik, B., & Behera, H. S. (2017). Cluster analysis using firefly-based K-means algorithm: A combined approach. *Advances in Intelligent Systems and Computing*, *556*, 55–64. https://doi.org/10.1007/978-981-10-3874-7_6

Nikum Yulisasih, B., & Yuliansyah, H. (2024). Evaluation of K-Means Clustering Using Silhouette Score Method on Customer Segmentation. *ILKOM Jurnal Ilmiah*, *16*(3), 330–342. https://doi.org/10.33096/ilkom.v16i3.2325.330-342

Nurhayati, H. (2024, June 14). *Coffee market in Indonesia- statistics & facts*. Www.Statista.Com.

Nurudin, M., Jayanti, W., Saputro, R. D., Saputra, M. P., & Yulianti, Y. (2019). Pengujian Black Box pada Aplikasi Penjualan Berbasis Web Menggunakan Teknik Boundary Value Analysis. *Jurnal Informatika Universitas Pamulang*, *4*(4), 143. https://doi.org/10.32493/informatika.v4i4.3841

Perdana, S. A., Sonya, S. A., & Santoso, A. (2022). ANALISIS SEGMENTASI PELANGGAN MENGGUNAKAN K-MEANS CLUSTERING STUDI KASUS APLIKASI ALFAGIFT. *Sebatik*, *26*(2), 446–457. https://doi.org/https://doi.org/10.46984/sebatik.v26i2.1991

Prakash, L., Suryanarayana, G., Swapna, N., Bhaskar, T., & Kiran, A. (2023). Optimizing K-Means Clustering using the Artificial Firefly Algorithm. In *Original Research Paper International Journal of Intelligent Systems and Applications in Engineering IJISAE* (Vol. 2023, Issue 9s). www.ijisae.org

Presmann, R. S., & Maxim, B. R. (2010). *Software Engineering A Practitioner's Approach* (7th Edition). McGraw-Hill. https://drive.google.com/file/d/0B4FvADGfA7T8S3lCNE1IZlpQc1E/view?resourcekey=0-O9gbq1v6Nhr4ZisAbOJ_hg

Rawat, T., & Khemchandani, V. (2017). Feature Engineering (FE) Tools and Techniques for Better Classification Performance. *International Journal of Innovations in Engineering and Technology*, *8*(2). https://doi.org/10.21172/ijiet.82.024

Roy, S., Sharma, P., Nath, K., Bhattacharyya, D. K., & Kalita, J. K. (2018). Pre-processing: A data preparation step. In *Encyclopedia of Bioinformatics and Computational Biology: ABC of Bioinformatics* (Vols. 1–3, pp. 463–471). Elsevier. https://doi.org/10.1016/B978-0-12-809633-8.20457-3

Rusdi, M. (2019). Strategi Pemasaran Untuk Meningkatkan Volume Penjualan Pada Perusahaan Genting Ud. Berkah Jaya. *Jurnal Studi Manajemen Dan Bisnis*, *6*(2), 49–54. https://doi.org/https://doi.org/10.21107/jsmb.v6i2.6686

Salem, N., & Hussein, S. (2019). Data dimensional reduction and principal components analysis. *Procedia Computer Science*, *163*, 292–299. https://doi.org/10.1016/j.procs.2019.12.111

Sinaga, K. P., & Yang, M. S. (2020). Unsupervised K-means clustering algorithm. *IEEE Access*, *8*, 80716–80727. https://doi.org/10.1109/ACCESS.2020.2988796

Singh, A., Yadav, A., & Rana, A. (2013). K-means with Three different Distance Metrics. *International Journal of Computer Applications*, *67*(10), 13–17. https://doi.org/10.5120/11430-6785

Suryaputra, P. A., & Hariguna, T. (2024). Comparison of K-Means and DBSCAN Algorithms for Customer Segmentation in E-commerce. In *J. Digit. Mark. Digit. Curr* (Vol. 1, Issue 1).

Van Der Maaten, L., & Hinton, G. (2008). Visualizing Data using t-SNE. In *Journal of Machine Learning Research* (Vol. 9).

Wijaya, K. Z., Djunaidi, A., & Mahananto, F. (2021). Segmentasi Pelanggan Menggunakan Algoritma K-Means dan Analisis RFM di Ova Gaming E-Sports Arena Kediri. *Jurnal Teknik ITS*, *10*(2), 230–237. https://doi.org/10.12962/j23373539.v10i2.67707

Xu, D., & Tian, Y. (2015). A Comprehensive Survey of Clustering Algorithms. *Annals of Data Science*, *2*(2), 165–193. https://doi.org/10.1007/s40745-015-0040-1

Yang, X.-S. (2009). *Firefly Algorithms for Multimodal Optimization*. 169–178. http://arxiv.org/abs/1003.1466

Yang, X.-S. (2010). Firefly algorithm, stochastic test functions and design optimisation. In *Int. J. Bio-Inspired Computation* (Vol. 2, Issue 2).

Ye, T., Ye, J., & Wang, L. (2023). Improved rough K-means clustering algorithm based on firefly algorithm. *Int. J. Computing Science and Mathematics*, *17*(1), 1–12.