

## DAFTAR PUSTAKA

- Abidin, Z., Harahab, N., & Asmarawati, L. (2017). *Pemasaran hasil perikanan*. UBPress.
- Aditi Seetha, & Urjita Thakar. (2020). Finding customer loyalty based on weighted RFMD clustering. In *5th International Conference on Next Generation Computing Technologies (NGCT-2019)*.
- Ahmad M. A. Zamil, & T. G. Vasista. (2021). Segmentation using RFM analysis: Realizing through Python implementation. *Pacific Business Review International*, 13.
- Agus Widiyanto, & Arita Witanti. (2021). Segmentasi pelanggan berdasarkan analisis RFM menggunakan algoritma K-Means sebagai dasar strategi pemasaran (Studi Kasus PT Coversuper Indonesia Global). *Jurnal Program Studi Informatika*, 1(1).
- Ariefia Wicaksono, Fitra A. Bachtiar, & Nanang Yudi Setiawan. (2021). Segmentasi pelanggan menggunakan fuzzy C-means clustering berdasarkan RFM model pada e-commerce (Studi Kasus: E-commerce XYZ). *Jurnal Pengembangan Teknologi Informasi dan Ilmu Komputer*, 5(4), 1351-1360.
- Atik Febriani, & Syahfara Ashari Putri. (2020). Segmentasi konsumen berdasarkan model recency, frequency, monetary dengan metode K-means. *Journal of Industrial Engineering and Management Systems*, 13(2), 52-57.
- Bayu Rizki, Nava Gia Ginasta, Muh Akbar Tamrin, & Ali Rahman. (2020). Customer loyalty segmentation on point of sale system using recency-frequency-monetary (RFM) and K-means. *JOIN (Jurnal Online Informatika)*, 5(2), 130-136. <https://doi.org/10.15575/join.v5i2.511>
- Beta Estri Adiana, Indah Soesanti, & Adhistya Erna Permanasari. (2018). Analisis segmentasi pelanggan menggunakan kombinasi RFM model dan teknik clustering. *Jurnal Pengembangan Teknik Elektro dan Teknologi Informasi*, Jutei Edisi, 2(1).
- BPH Migas. (2024, February 28). *Pemanfaatan CNG untuk industri dan transportasi terus ditingkatkan*. BPH Migas. <https://www.bphmigas.go.id/pemanfaatan-cng-untuk-industri-dan-transportasi-terus-ditingkatkan/>
- Cheng, C.-H., & Chen, Y.-S. (2009). Classifying the segmentation of customer value via RFM model and RS theory. *Expert Systems with Applications*, 36(3), 4176-4184.
- Dewi, O. I., Supeni, R. E., & Rozi, A. F. (2021). Analisis structure conduct performance (SCP) pada industri tempe di Kecamatan Grujugan Bondowoso. *Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Muhammadiyah Jember*.

Hutauruk, D. M. (2024, July 5). *Reethau Group dan Pertamina EP teken perjanjian jual beli gas*. Kontan. <https://industri.kontan.co.id/news/reethau-group-dan-pertamina-ep-teken-perjanjian-jual-beli-gas>

İnanç Kabasakal. (2020). Customer segmentation based on recency frequency monetary model: A case study in e-retailing. *Journal of Information Technologies*, 13(1).

Indra Ranggadara, Gunawan Wang, & Emil Robert Kaburuan. (2019). Applying customer loyalty classification with RFM and Naïve Bayes for better decision making. *Information Systems Management Department*.

Josep Alet Vilaginés. (2020). Predicting customer behavior with activation loyalty per period. From RFM to RFMAP. *Esic Market Economics and Business Journal*, 51.

Karina Auliasari, & Mariza Kertaningtyas. (2019). Penerapan algoritma K-means untuk segmentasi konsumen menggunakan R. *Jurnal Teknologi & Manajemen Informatika*, 5(2).

Khairi Nisa, & Jerry Heikal. (2022). Strategi segmentasi pelanggan Manja Beauty Skincare dengan menggunakan analisa RFM model. *Jurnal Mahasiswa Teknik Informatika*, 6(1).

Kotler, P. (2002). *Marketing management, millennium edition* (Custom ed.). Pearson Custom.

Lipczynski, J., Wilson, O. S. J., & Goddard, J. (2005). *Industrial organization (2nd ed.)*. Pearson Education Limited.

Melih Başkol. (2020). Determining customer segmentation by using RFM and correspondence analysis. *Business & Management Studies: An International Journal*, 8(4), 902-928. <https://doi.org/10.15295>

Morse, R. S., Buss, T. F., & Kinghorn, C. M. (2020). Leading at the edge of chaos. In *Transforming Public Leadership for the 21st Century* (pp. 152-167). <https://doi.org/10.4324/9781315698588-16>

Peppers, D., & Rogers, M. (2011). *Managing customer relationships : Second edition (2nd ed.)*. John Wiley & Sons, Inc.

Pramono, I. R. (2022). Analysis of the effect of market structure and firm's conduct on the financial performance of cigarette companies in Indonesia 2010-2019 period (Case study on cigarette companies listed on the Indonesia Stock Exchange). *JIET (Jurnal Ilmu Ekonomi Terapan)*, 7(1), 101-115.

PT Artha Prima Energy. (2023). *Annual report 2023: Strengthening capabilities to achieve growth*.

PT Berkah Mirza Insani. (2019). *Pendistribuan CNG*. <https://berkahmirzainsani.indonetwork.co.id/product/pendistribuian-cng-5062514>

PT Citra Nusantara Gemilang Tbk. (2023). *Annual report: Laporan tahunan 2023* [Memacu pertumbuhan melalui inisiatif strategis].

PT Perusahaan Gas Negara Tbk. (2020, July 21). *Refocusing core business.* <https://ir.pgn.co.id/AssetFiles/Monthly/PGAS%20May%202020%20Operational%20Updates.pdf>

Saepumilah, I., Rosyandi, Y., Sartika, S. H., & Aisyah, I. (2022). Analisis SCP (Struktur, Conduct, Performance) di industri transportasi online di Indonesia. *JITMI*, 5(1), 1-15.

Sari, H. P., & Aprillia, I. (2024, June 19). Gara-gara infrastruktur pipa belum tersambung, Jabar kekurangan pasokan gas saat Jatim kelebihan. *Kompas.com.* <https://money.kompas.com/read/2024/06/19/143000626/gara-gara-infrastruktur-pipa-belum-tersambung-jabar-kekurangan-pasokan-gas>

Tita Ayu Rospricilia, Syurfah Ayu Ithriah, & Amalia Anjani Arifiyanti. (2020). Segmentasi pelanggan menggunakan metode K-means clustering berdasarkan model RFM pada CV Tita Jaya. *Jurnal Informatika dan Sistem Informasi (JIFOSI)*, 1(3).

Xhema, J., Metin, H., & Groumpos, P. (2018). Switching-costs, corporate image and product quality effect on customer loyalty: Kosovo retail market. *IFAC-PapersOnLine*, 51(53), 287-292. <https://doi.org/10.1016/j.ifacol.2018.11.303>

Wang, C. (2009). Robust segmentation for the service industry using kernel induced fuzzy clustering techniques. In *Proceedings of the 2009 IEEE International Conference on Industrial Engineering and Engineering Management* (pp. 2197-2201).

Weng, Z. (2021). Analysis of the customer value and loyalty on business. *Journal of Advanced Management Science*, 9(1).