

DAFTAR PUSTAKA

- Adiana, B. E., Soesanti, I., & Permanasari, A. E. (2018, April 1). Analisis Segmentasi Pelanggan Menggunakan Kombinasi RFM Model dan Teknik Clustering. *Jurnal Terapan Teknologi Informasi (JUTEI)*, 2(1). doi:10.21460/jutei.2017.21.76
- Adinugroho, S., & Sari, Y. A. (2018). *Implementasi Data Mining Menggunakan WEKA*. Malang: Universitas Brawijaya Press.
- Annur, C. M. (2024, Januari 10). *Jumlah Kunjungan ke 5 Situs E-Commerce Terbesar di Indonesia (Januari-Desember 2023)*. Diambil kembali dari databoks: <https://databoks.katadata.co.id/datapublish/2024/01/10/ini-persaingan-kunjungan-5-e-commerce-terbesar-di-indonesia-sepanjang-2023>
- Apuke, O. D. (2017, October 12). Quantitative Research Methods: A Synopsis Approach. *Arabian Journal of Business and Management Review (Kuwait Chapter)*, 6(10). doi:10.12816/0040336
- Asra, A., & Prasetyo, A. (2015). *Pengambilan Sampel dalam Penelitian Survey*. Jakarta: PT RajaGrafindo Persada.
- Bari, W. (2020, October 22). *6 Types of Customer Segmentation for Better E-commerce Personalization*. Diambil kembali dari Wizgo By Shiprocket: <https://www.wizgo.com/blog/types-of-customer-segmentation-for-e-commerce/>
- Birant, D. (2011). Data Mining Using RFM Analysis. Dalam *Knowledge-Oriented Applications in Data Mining* (Prof. Kimito Funatsu ed.). InTech.
- Chaithra, Rahman, H., & Musavvir, K. A. (2021, Juli). Customer Segmentation using RFM analysis. *International Research Journal of Engineering and Technology (IRJET)*, 08(07). Diambil kembali dari www.irjet.net
- Coppola, D. (2022, February 23). *E-Commerce worldwide - statistics & facts*. Diambil kembali dari Statista: https://www.statista.com/topics/871/online-shopping/#topicHeader__wrapper
- Daoud, R. A., Amine, A., Bouikhalene, B., & Lbibb, L. (2015, November 28). Customer Segmentation Model in E-commerce Using Clustering Techniques and LRFM Model: The Case of Online Stores in Morocco. *International Journal of Computer, Electrical, Automation, Control and Information Engineering*, 9(8).
- databoks. (2024, Maret 01). *Produk dengan Nilai Belanja Terbesar di E-Commerce Indonesia 2023*. Diambil kembali dari Katadata Media Network: <https://databoks.katadata.co.id/datapublish/2024/03/01/ini-produk-dengan-nilai-belanja-terbesar-di-e-commerce-indonesia-2023>
- Dholakia, U. M. (2020). How Digital Shopping is Changing Consumer Behavior. *Journal of Consumer Research*, 45(5), 725-745.

- Dogan, O., Aycin, E., & Bulut, Z. A. (2018). Customer Segmentation by Using RFM Model and Clustering Methods: A Case Study in Retail Industry. *International Journal of Contemporary Economics and Administrative Science*, 8(1), 1-19.
- Ellen, S. (2020, December 14). *Slovin's Formula Sampling Techniques*. Diambil kembali dari SCIENCING: <https://sciencing.com/slovins-formula-sampling-techniques-5475547.html>
- Fader, P. S., Hardie, B. G., & Lee, K. L. (2005). RFM and CLV: Using Iso-Value Curves for Customer Base Analysis. *Journal of Marketing Research*, 42(4), 415-430. doi:10.1509/jmkr.2005.42.4.415
- Fox, G. (2020, October 25). *Customer Segmentation – How To Segment Customers A Step By Step Guide For Growth*. Diambil kembali dari Gary Fox Strategy and Innovation Consultant: https://www.garyfox.co/customer-segmentation/#examples_of_geographic_segmentation
- Gupta, A. (2014). E-Commerce: Role of E-Commerce in Today's Business. *International Journal of Computing and Corporate Research*, 4(1).
- Kotler, P., Hermawan, K., & Iwan, S. (2017). *Marketing 4.0: Moving from Traditional to Digital*. Wiley.
- Madhiarasan, M., & Deepa, S. N. (2016). A Novel Criterion to Select Hidden Neuron Numbers in Improved Back Propagation Networks for Wind Speed Forecasting. *Application Intelligence*, 44(4), 878-893.
- Martin, G. (2018, Juni 01). *RFM Segmentation with Phyton*. Diambil kembali dari Github: <https://guillaume-martin.github.io/rfm-segmentation-with-python.html>
- Moerth-Teo, J., & Bobek, V. (2021, November). The Effects of Consumers' Buying Behavior on E-Commerce Pricing in the Highly Developed Emerging Market: The Case of Singapore. *International Journal of Economics and Finance*, 13(12). doi:10.5539/ijef.v13n12p55
- Monalisa, S. (2018, Mei). Klasterisasi Customer Lifetime value dengan Model LRFM Menggunakan Algoritma K-means. *Jurnal Teknologi Informasi dan Ilmu Komputer (JTIIK)*, 5(2), 247-252.
- Mordore Intelligence. (2024). *INDONESIA E-COMMERCE MARKET SIZE & SHARE ANALYSIS - GROWTH TRENDS & FORECASTS (2024 - 2029)*. Diambil kembali dari Mordore Intelligence: <https://www.mordorintelligence.com/industry-reports/global-ecommerce-market>
- Nielsen Holdings. (2020). *2020 Nielsen Global Media Report*. Nielsen Holdings.
- Nishom, M. (2019, Januari). Perbandingan Akurasi Euclidean Distance, Minkowski Distance, dan Manhattan DDistance pada Algoritma K-Means Clustering berbasis Chi-square. *Jurnal Informatika: Jurnal Pengembangan IT (JPIT)*, 04(01).

- Partners, U. L. (2021, December 11). *4 Key Types of Market Segmentation: Everything You Need to Know*. Diambil kembali dari University Lab Partners: <https://www.universitylabpartners.org/blog/key-types-market-segmentation-everything-you-need-to-know>
- Scridon, M. A. (2008). Understanding Customers - Profiling and Segmentation. *Management & Marketing*, 175-184.
- Shirole, R., Salokhe, L., & Jadhav, S. (2021, June 10). Customer Segmentation using RFM Model and K-Means Clustering. *International Journal of Scientific Research in Science and Technology*, 8(3), 591-597. doi:<https://ijsrst.com/paper/8152.pdf>
- Siagian, R., Sirait, P., & Halima, A. (2021, Juli 15). E-Commerce Customer Segmentation Using K-Means Algorithm and Length, Recency, Frequency, Monetary Model. *JITE ((Journal of Informatics and Telecommunication Engineering))*. doi:10.31289/jite.v5i1.5182
- Solomon, M. R. (2018). *Consumer Behavior: Buying, Having, and Being*. Pearson.
- Sugiyono. (2015). *Metode Penelitian Kombinasi (Mix Methods)*. Bandung: Alfabeta.
- Supardi. (1993). Populasi Dan Sampel Penelitian. *UNISIA, 17 TAHUN XIII TRIWULAN VI*.
- Tiamiyu, I. (2023, October 1). *Clustering: WCSS and Elbow method*. Diambil kembali dari Medium: <https://medium.com/@tiami.abiola/clustering-wcss-and-elbow-method-427db8968ba1>
- Virmani, D., Taneja, S., & Malhotra, G. (2015). Normalization based K means Clustering Algorithm. *Journal of Advanced Engineering Research and Science*, 5(6), 1-5.
- Wu, J., Shi, L., Lin, W.-P., Tsai, S.-B., Li, Y., Yang, L., & Xu, G. (2020, November 19). An Empirical Study on Customer Segmentation by Purchase Behaviors Using a RFM Model and K-Means Algorithm. *Hindawi Mathematical Problems in Engineering*, 1-7. doi:<https://doi.org/10.1155/2020/8884227>