

DAFTAR PUSTAKA

- Ahmadi, I., Abou Nabout, N., Skiera, B., Maleki, E., & Fladenhofer, J. (2024). Overwhelming targeting options: Selecting audience segments for online advertising. *International Journal of Research in Marketing*, 41(1), 24–40. <https://doi.org/10.1016/j.ijresmar.2023.08.006>
- Ariati, I., Norsa, R. N., Akhsan, L., & Heikal, J. (2023). SEGMENTASI PELANGGAN MENGGUNAKAN K-MEANS CLUSTERING STUDI KASUS PELANGGAN UHT MILK GREENFIELD. *Cerdika: Jurnal Ilmiah Indonesia*, 3(7), 729–743.
- Baliprawara. (2025, January 21). *FIT HUB rayakan pencapaian 100 klub di Indonesia dan perkenalkan inovasi baru di awal 2025*.
- Celebrity Fitness. (2025). *Celebrity Fitness Indonesia | Premium Gym & Fitness Center*.
- Clarke, A. H., Freytag, P. V., & Mora Cortez, R. (2024). Revisiting the strategic role of market segmentation: Five themes for future research. *Industrial Marketing Management*, 121, A7–A10. <https://doi.org/10.1016/j.indmarman.2024.07.012>
- Data Insights Market. (2025). *Southeast Asia Health and Fitness Club Market*. <https://www.datainsightsmarket.com/reports/southeast-asia-health-and-fitness-club-market-4631>
- Gomes, M. A., & Meisen, T. (2023). A review on customer segmentation methods for personalized customer targeting in e-commerce use cases. *Information Systems and e-Business Management*, 21, 527–570. <https://doi.org/10.1007/s10257-023-00640-4>
- Han, J., Pei, J., & Tong, H. (2022). *Data Mining: Concepts and Techniques*. Elsevier Science.
- Hooley, G., Piercy, N. F., & Nicoulaud, B. (2017). *Marketing strategy and competitive positioning* (6th ed.). Pearson.
- Huang, M.-H., & Rust, R. T. (2021). A strategic framework for artificial intelligence in marketing. *Journal of the Academy of Marketing Science*, 49, 30–50. <https://doi.org/10.1007/s11747-020-00749-9>

- Hsu, P.-F., Lu, Y.-H., Chen, S.-C., & Kuo, P. P.-Y. (2024). Creating and validating predictive personas for target marketing. *International Journal of Human-Computer Studies*, 181, 103147. <https://doi.org/10.1016/j.ijhcs.2023.103147>
- IHRSA. (2022). *The 2022 IHRSA Global Report: The State of the Health Club Industry*. Health & Fitness Association. <https://www.healthandfitness.org/publications/the-2022-ihrsa-global-report/>
- Ikotun, A. M., Ezugwu, A. E., Abualigah, L., Abuhaija, B., & Heming, J. (2023). K-means clustering algorithms: A comprehensive review, variants analysis, and advances in the era of big data. *Information Sciences*, 622, 178–210. <https://doi.org/10.1016/j.ins.2022.11.139>
- Kadarsah, D., & Heikal, J. (2024). Customer Segmentation With K-Means Clustering Suzuki Mobil Bandung Customer Case Study. *Jurnal Indonesia Sosial Teknologi*, 5(3), 768–774.
- Kannan, P. K., & Li, H. (2017). Digital marketing: A framework, review and research agenda. *International Journal of Research in Marketing*, 34(1), 22–45.
- Keller, K. L. (2013). *Strategic brand management* (4th ed.). Pearson.
- Khan, S. S., & Ahmad, A. (2004). Cluster center initialization algorithm for K-means clustering. *Pattern Recognition Letters*, 25(11), 1293-1302.
- Khorasani, S. V. (2024). *Gym Members Exercise Dataset*. Kaggle. Retrieved November 20, 2024, from <https://www.kaggle.com/datasets/valakhorasani/gym-members-exercise-dataset/data>
- Kotler, P., & Armstrong, G. (2019). *Principles of Marketing*. In (18th ed.). Pearson Education.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson.
- Kwok, L., Xie, K. L., & Tori, R. (2020). The 7 Ps marketing mix of home-sharing services: Mining travelers' online reviews on Airbnb. *International Journal of Hospitality Management*, 90, 102616. <https://doi.org/10.1016/j.ijhm.2020.102616>

- Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience throughout the customer journey. *Journal of Marketing*, 80(6), 69–96. <https://doi.org/10.1509/jm.15.0420>
- MarketLine. (2022). *Indonesia: Gyms, Health and Fitness Clubs Market—Summary & Data (2016–2021)*. [MarketResearch.com](https://www.marketresearch.com)
- MarketLine. (2025). *Gyms, Health & Fitness Clubs in Indonesia*. [MarketResearch.com](https://www.marketresearch.com)
- Payne, A., Frow, P., & Eggert, A. (2017). The customer value proposition: Evolution, development, and application in marketing. *Journal of the Academy of Marketing Science*, 45(4), 467–489. <https://doi.org/10.1007/s11747-017-0523-z>
- PancarPOS. (2025, January 16). *FIT HUB resmi hadirkan lebih dari 100 klub di Indonesia*.
- Praditya, R. G., Sembodo, G., & Heikal, J. (2024). Market segmentation analysis to find out products and services that suit customer needs using the python KMEANS clustering method (Case study: Superindo Tambun Area, Bekasi). *JUTIN : Jurnal Teknik Industri Terintegrasi*, 7(4), 2072-2081. [10.31004/jutin.v7i4.35889](https://doi.org/10.31004/jutin.v7i4.35889)
- PR Newswire. (2024, May 6). *Global Fitness Giant Anytime Fitness celebrates 25-club milestone in Indonesia*.
- Ries, A., & Trout, J. (2001). *Positioning: The battle for your mind* (Rev. ed.). McGraw-Hill.
- Rohit, S., Ranjan, K. R., & Shainesh, G. (2025). Service marketing mix and customer engagement: A meta-analysis. *Journal of Business Research*, 194, 115363. <https://doi.org/10.1016/j.jbusres.2024.115363>
- Salminen, J., Jansen, B. J., & Jung, S.-G. (2020). Data-driven personas for enhanced user understanding: Combining empathy with rationality for better insights to analytics. *Data and Information Management*, 4(1), 1–17. <https://doi.org/10.2478/dim-2020-0001>
- Verhoef, P. C., Broekhuizen, T., Bart, Y., Bhattacharya, A., Dong, J. Q., Fabian, N., & Haenlein, M. (2021). Digital transformation: A multidisciplinary

reflection and research agenda. *Journal of Business Research*, 122, 889–901. <https://doi.org/10.1016/j.jbusres.2019.09.022>

Wicaksono, M. H. S., & Heikal, J. (2024, Agustus). Identifying Customer Segmentation and Persona of Soft Drink Industry in India: An Approach Using K-Means Clustering. *Co-Value: Jurnal Ekonomi, Koperasi & Kewirausahaan*, 15(3).