

DAFTAR PUSTAKA

- Agusta, Y. (2007). K-means–penerapan, permasalahan dan metode terkait. *Jurnal Sistem Dan Informatika*, 3(1), 47–60.
- Ahmar, A. S., Napitupulu, D., Rahim, R., Hidayat, R., Sonatha, Y., & Azmi, M. (2018). Using K-means clustering to cluster provinces in Indonesia. *Journal of Physics: Conference Series*, 1028(1), 12006.
- Aria, R. R. (2020). K-Means to Determine the e-commerce Sales Model in Indonesia. *IJISTECH (International Journal of Information System & Technology)*, 3(2), 166–172.
- Arthur, D., & Vassilvitskii, S. (2006). How slow is the k-means method? *Proceedings of the Twenty-Second Annual Symposium on Computational Geometry*, 144–153.
- Assauri, S. (2015). *Manajemen Pemasaran* (15th ed.). Rajawali Persada.
- Aurelia, G., Setyabudi, D., & Manalu, S. R. (2021). Pengaruh Terpaan Promosi Penjualan dan Terpaan E-Word of Mouth# ShopeeHaul di TikTtok terhadap Perilaku Impulse Buying. *Interaksi Online*, 9(4), 174–188.
- Bayer, J., Ellison, N., Schoenebeck, S., Brady, E., & Falk, E. B. (2018). Facebook in context (s): Measuring emotional responses across time and space. *New Media & Society*, 20(3), 1047–1067.
- Beige, S., & Abdi, F. (2015). On the critical success factors for B2B e-marketplace. *Decision Science Letters*, 4(1), 77–86.
- Bilgin, T. T., & Çamurcu, Y. (2005). DBSCAN, OPTICS ve K-means kümeleme algoritmalarının uygulamalı karşılaştırılması. *Politeknik Dergisi*, 8(2), 139–145.
- Brunn, P., Jensen, M., & Skovgaard, J. (2002). e-Marketplaces:: Crafting A Winning Strategy. *European Management Journal*, 20(3), 286–298.
- Cooper, A. (1999). *The inmates are running the asylum*. Indianapolis, IA: SAMS. Macmillan.
- Darmi, Y. D., & Setiawan, A. (2016). Penerapan metode clustering k-means dalam pengelompokan penjualan produk. *Jurnal Media Infotama*, 12(2).
- Dibb, S. (1998). Market segmentation: strategies for success. *Marketing Intelligence & Planning*.
- Dibb, S., & Simkin, L. (1997). A program for implementing market segmentation. *Journal of Business & Industrial Marketing*.

- Farzaneh, M. K. (2014). Evaluation of Use of ERP in E-commerce: Methods and Strategies. *Research Journal of Applied Sciences, Engineering and Technology*, 7(20), 4171–4174.
- Fraley, C., & Raftery, A. E. (1998). How many clusters? Which clustering method? Answers via model-based cluster analysis. *The Computer Journal*, 41(8), 578–588.
- Heriyanto, H., Wibowo, A., & Setiawan, A. (2016). Aplikasi Online Marketplace pada PT. XYZ di Surabaya. *Jurnal Infra*, 4(2), 183–188.
- Jain, A. K., Murty, M. N., & Flynn, P. J. (1999). Data clustering: a review. *ACM Computing Surveys (CSUR)*, 31(3), 264–323.
- Kamthania, D., Pawa, A., & Madhavan, S. S. (2018). Market segmentation analysis and visualization using K-mode clustering algorithm for E-commerce business. *Journal of Computing and Information Technology*, 26(1), 57–68.
- Kardianawati, A., Fahmi, S., Haryanto, H., & Rosyidah, U. (2015). Perancangan Gamifikasi Berbasis Appreciative Inquiry Untuk Peningkatan Daya Saing E-Marketplace UMKM. *Techno. Com*, 14(3), 173–180.
- Kaufman, L., & Rousseeuw, P. J. (1987). *Clustering by means of Medoids. Statistical data analysis based on the L1-norm and related methods*, edited by Y. Dodge. North-Holland.
- Kaya, H., & Köymen, K. (2008). Veri madenciliği kavrami ve uygulama alanları. *Firat Üniversitesi Doğu Araştırmaları Dergisi*, 6(2), 159–164.
- Kim, H.-S., Kim, J.-H., Ho, C.-H., & Chu, P.-S. (2011). Pattern classification of typhoon tracks using the fuzzy c-means clustering method. *Journal of Climate*, 24(2), 488–508.
- King, B. (1967). Step-wise clustering procedures. *Journal of the American Statistical Association*, 62(317), 86–101.
- Kotler, P. (1997). *Marketing Management: Analysis, Planning, Implementation, and Control*. Prentice Hall.
- Kotler, Philip. Lane keller, K. (2007). *Manajemen Pemasaran* (12th ed.). Erlangga.
- Kotler, Philip. Lane keller, K. (2009). *Manajemen Pemasaran* (13th ed.). Erlangga.

- Kuo, R. J., Ho, L. M., & Hu, C. M. (2002). Cluster analysis in industrial market segmentation through artificial neural network. *Computers & Industrial Engineering*, 42(2–4), 391–399.
- Laudon, K. C. (2013). *dan Traver, CG (2013). E-commerce*. Pearson.
- Lloyd, S. (1982). Least squares quantization in PCM. *IEEE Transactions on Information Theory*, 28(2), 129–137.
- MacQueen, J. (1967). Some methods for classification and analysis of multivariate observations. *Proceedings of the Fifth Berkeley Symposium on Mathematical Statistics and Probability*, 1(14), 281–297.
- Mathivanan, N. M. N., Ghani, N. A. M., & Janor, R. M. (2019). Analysis of k-means clustering algorithm: A case study using large scale e-commerce products. *2019 IEEE Conference on Big Data and Analytics (ICBDA)*, 1–4.
- McDonald, M., & Dunbar, I. (2004). *Market Segmentaion*. Butterworth-Heinemann.
- Murtagh, F. (1983). A survey of recent advances in hierarchical clustering algorithms. *The Computer Journal*, 26(4), 354–359.
- Nasron, U. A., & Habibi, M. (2020). Analysis of Marketplace Conversation Trends on Twitter Platform Using K-Means. *Compiler*, 9(1), 51–62.
- Nitsche, P., Thomas, P., Stuetz, R., & Welsh, R. (2017). Pre-crash scenarios at road junctions: A clustering method for car crash data. *Accident Analysis & Prevention*, 107, 137–151.
- Oentoro, D. (2012). *Manajemen Pemasaran Modern*. Laksbang Pressindo.
- Pandey, A. C., & Rajpoot, D. S. (2019). Spam review detection using spiral cuckoo search clustering method. *Evolutionary Intelligence*, 12(2), 147–164.
- Putra, A. K., Nyoto, R. D., & Pratiwi, H. S. (2017). Rancang Bangun Aplikasi Marketplace Penyedia Jasa Les Private Di Kota Pontianak Berbasis Web. *JUSTIN (Jurnal Sistem Dan Teknologi Informasi)*, 5(1), 22–26.
- Santosa, B. (2007). Data mining teknik pemanfaatan data untuk keperluan bisnis. *Yogyakarta: Graha Ilmu*, 978(979), 756.
- Schikuta, E., & Erhart, M. (1997). The BANG-clustering system: Grid-based data analysis. *International Symposium on Intelligent Data Analysis*, 513–524.
- Smith, W. R. (1956). Product differentiation and market segmentation as alternative marketing strategies. *Journal of Marketing*, 21(1), 3–8.

- Sneath, P. H. A., & Sokal, R. R. (1973). *Numerical taxonomy. The principles and practice of numerical classification*.
- Soekanto, S. (2007). Statistika Untuk Penelitian. Bandung: Alfabeta. Risk Perception Pada Pengambilan Keputusan Investasi. *Journal of Business and Banking*, 4(1), 55–66.
- Sun, M., Sun, X., & Shan, D. (2019). Pedestrian crash analysis with latent class clustering method. *Accident Analysis & Prevention*, 124, 50–57.
- Tsai, C.-Y., & Chiu, C.-C. (2004). A purchase-based market segmentation methodology. *Expert Systems with Applications*, 27(2), 265–276.
- Turban, E. (2012). *Electronic Commerce*. Pearson.
- Turban, Efraim, dkk. (2015). *Social Commerce*. Springer International Publishing AG.
- Ulfa, M. A., Sulisty, S., & Hidayat, M. (2021). PRODUCT CLUSTERING ANALYSIS ON THE MARKETPLACE USING K-MEANS APPROACH (CASE STUDY: SHOPEE). *ASEAN Journal of Systems Engineering*, 5(2), 31–38.
- Veyssieres, M. P., & Plant, R. E. (1998). Identification of vegetation state and transition domains in California's hardwood rangelands. *University of California*, 101.
- Wang, W., Yang, J., & Muntz, R. (1997). STING: A statistical information grid approach to spatial data mining. *VLDB*, 97, 186–195.
- Ward Jr, J. H. (1963). Hierarchical grouping to optimize an objective function. *Journal of the American Statistical Association*, 58(301), 236–244.
- Wedel, M. and Kamakura, W. A. (2012). *Market Segmentation: Conceptual and Methodological Foundations*. Springer Science & Business Media.
- Wind, Y. (1978). Issues and advances in segmentation research. *Journal of Marketing Research*, 15(3), 317–337.
- Zaki, M. J., Meira Jr, W., & Meira, W. (2014). *Data mining and analysis: fundamental concepts and algorithms*. Cambridge University Press.