

Daftar Pustaka

- Ayub, M. (2007). Proses Data Mining dalam Sistem Pembelajaran Berbantuan Komputer. *Lesmana*, 2(1), 21–30.
- Christy, A. J., Umamakeswari, A., Priyatharsini, L., & Neyaa, A. (2018). RFM ranking – An effective approach to customer segmentation. *Journal of King Saud University - Computer and Information Sciences*. <https://doi.org/10.1016/j.jksuci.2018.09.004>
- Eka, R. (2017). Penerimaan Masyarakat Indonesia terhadap Layanan On-Demand | Dailysocial. Retrieved March 13, 2019, from <https://dailysocial.id/post/penerimaan-masyarakat-indonesia-terhadap-layanan-on-demand>
- Fan, S., Lau, R. Y. K., & Zhao, J. L. (2015). Demystifying Big Data Analytics for Business Intelligence Through the Lens of Marketing Mix. *Big Data Research*, 2(1), 28–32. <https://doi.org/10.1016/j.bdr.2015.02.006>
- Firdaus, D. (2017). Penggunaan Data Mining dalam Kegiatan Sistem Pembelajaran Berbantuan Komputer. *Jurnal Format*, 6(2), 91–97.
- Fisk, P. (2015). An introduction to Customer Segmentation. *Magento*.
- Ghosh, S., & Dubey, S. K. (2013). A Comparative Analysis of Fuzzy C-Means Clustering and K Means Clustering Algorithms. *International Journal of Advanced Computer Science and Applications*, 4(4), 35–39.
- Google Delveloper. (2019). Dashboard Google Developer Perusahaan Aplikasi A.
- Han, J., & Kamber, M. (n.d.). Konsep dan Teknik Data Mining Pengantar Data Mining (DM).
- Herbert, C. (n.d.). Finding Your Best Customer : A Guide to Best Current B2B Customer Segmentation Table of Contents, 39 pages.
- Ikhwan, A., Nofriansyah, D., & Sriani. (2015). Penerapan Data Mining dengan Algoritma Fp-Growth untuk Mendukung Strategi Promosi Pendidikan (Studi Kasus Kampus STMIK Triguna Dharma). *Saintikom*, 14(3), 211–226.

- Inc., S. (2019). Types of On-Demand Delivery Apps. Retrieved from <https://medium.com/swlh/types-of-on-demand-delivery-apps-bd5d8d917b02>
- Inman, J. J., Winer, R. S., & Ferraro, R. (2009). Characteristics , Customer Characteristics , and Customer Activities on In-Store Decision. *Journal of Marketing*, 73(September), 19–29. Retrieved from <http://search.ebscohost.com/login.aspx?direct=true&db=bsh&AN=43550499&site=ehost-live>
- Kielstra, P. (2016). Services on-demand - The future of customer service. *The Economist*, 1–17.
- Kolay, S., & Ray, K. S. (2017). K+ Means : An Enhancement Over K-Means Clustering Algorithm, 1–7. Retrieved from <http://arxiv.org/abs/1706.02949>
- Kotler, P., & Armstrong, G. (2012). *Principles of Marketing 14 / E.*
- Kotler, P., Kartajaya, H., & Setiawan, I. (2019). *Marketing 4.0 : Bergerak dari Tradisional ke Digital.*
- Kottier, W. (2017). Marketing strategy for online SMEs. Retrieved from https://essay.utwente.nl/71976/1/Kottier_MA_BMS.pdf
- Larose, D. T. (2004). *Discovering Knowledge in Data: An Introduction to Data mining.*
- Lin, C., & Hong, C. (2009). Development of a marketing information system for supporting sales in a Tea-beverage market. *Expert Systems with Applications*, 36(3 PART 1), 5393–5401. <https://doi.org/10.1016/j.eswa.2008.06.056>
- Misbah, H., & Latif, L. F. (2017). “ Marketing Mix ”: Tinjauan Semula Marketing Mix : a Revisit From Islamic. *Journal of Muammalat and Islamic Finance*, 14(1), 87–105.
- Muzakir, A., & Wulandari, R. A. (2016). Model Data Mining sebagai Prediksi Penyakit Hipertensi Kehamilan dengan Teknik Decision Tree. *Scientific Journal of Informatics*, 3(1), 19–26. <https://doi.org/10.15294/sji.v3i1.4610>
- Raghuvanshi, S. S., & Arya, P. (2012). Comparison of K-means and Modified K-mean algorithms for Large Data-set. *International Journal of Computing Communications*

- and *Networking*, 1(3), 106–110. Retrieved from <http://warse.org/pdfs/ijccn02132012.pdf>
- Schuurman, D., Mahr, D., & De Marez, L. (2011). User Characteristics for Customer Involvement in Innovation Processes: Deconstructing the Lead User-concept. *ISPM 22nd Conference : Sustainability in Innovation : Innovation Management Challenges*, 9. Retrieved from <https://biblio.ugent.be/publication/1887184%0Ahttp://archive.ugent.be/input/download?func=downloadFile&fileOId=1887185&recordOId=1887184>
- Sridhar, M. S. (1988). Customer-characteristics as criteria for market-segmentation in libraries, 43–52. Retrieved from <http://eprints.rclis.org/11073/>
- Suhadi, R., & Wandebori, H. (2012). 7 Psychological Characteristics That Influence Customer ' S Buying Decision To Mitsubishi Pajero Sport Bandung Institute of Technology (Sbm-Itb), 1(2), 108–115.
- Tibshirani, R. (2001). Estimating the Number of Clusters in a Data Set Via the Gap Statistics. *Journal of Royal Statistical Society 63, Part 2*, 411–423.
- Triyanto, W. A. (2015). ALGORITMA K-MEDOIDES UNTUK PENENTUAN STRATEGI PEMASARAN PRODUK. *Jurnal SIMETRIS*, 6.
- Virmani, D. (2015). Normalization based k means clustering algrothm.
- Wahono, R. S. (2014). *Kuliah 10 Menit tentang Data Mining*. Retrieved from <https://www.youtube.com/watch?v=tf0TeJ6Dwpg>
- Wedel, M., & A Kamakura, W. (2000). *Market Segmentation: Conceptual and methodological foundations*.
- Wellhos. (2017). Official Website Perusahaan Aplikasi A.
- Yulianto, Ramadiani, & Kridalaksana, A. H. (2018). Penerapan Haversine Formula Pada SIG Pencarian Jarak Terdekat Lokasi Lapangan Futsal. *Informatika Mulawarman : Jurnal Ilmiah Ilmu Komputer*, 13(1), 14–21.
- Yulistara, A. (2018). 5 Strategi Jitu untuk Promosi Bisnis di Era Digital. Retrieved March

13, 2019, from <https://www.cnbcindonesia.com/entrepreneur/20180402121905-25-9338/5-strategi-jitu-untuk-promosi-bisnis-di-era-digital>