

DAFTAR PUSTAKA

- Achmad, B. D. M., Slammat, F., & ITATS, F. T. I. (2012). Klasifikasi Data Karyawan Untuk Menentukan Jadwal Kerja Menggunakan Metode Decision Tree. *Jurnal IPTEK Vol*, 16(1).
- Andriani, A. (2013). Sistem Prediksi Penyakit Diabetes Berbasis Decision Tree. *Bianglala Informatika*, 1(1).
- Aribowo, A. S., & Winarko, E (2013). Data Mining Untuk Mengetahui Loyalitas Konsumen Terhadap Merek Kendaraan Bermotor dan Pola Kecelakaan Lalulintas.
- Barros, R. C., Basgalupp, M. P., Freitas, A. A., & de Carvalho, A. C. P. L. F. (2014). Evolutionary design of decision-tree algorithms tailored to microarray gene expression data sets. *Evolutionary Computation, IEEE Transactions on*, 18(6), 873-892.
- Berendt, B. (2012). More than modelling and hiding: towards a comprehensive view of Web mining and privacy. *Data Mining and Knowledge Discovery*, 24(3), 697-737.
- Bhardwaj, B. K., & Pal, S. (2012). Data Mining: A prediction for performance improvement using classification. *arXiv preprint arXiv:1201.3418*.
- Carmona, C. J., del Jesus, M. J., & García, S. (2014). Applying Subgroup Discovery Based on Evolutionary Fuzzy Systems for Web Usage Mining in E-Commerce: A Case Study on OrOliveSur. com. In *Foundations and Applications of Intelligent Systems* (pp. 591-601). Springer Berlin Heidelberg.
- Castellano, G., Fanelli, A. M., & Torsello, M. A. (2013). Web Usage Mining: Discovering Usage Patterns for Web Applications. In *Advanced Techniques in Web Intelligence-2* (pp. 75-104). Springer Berlin Heidelberg.
- Chapman, P., Clinton, J., Kerber, R., Khabaza, T., Reinartz, T., Shearer, C., & Wirth, R. (2000). *CRISP-DM 1.0 Step-by-step data mining guide*. Chicago
- Christianini, Nello, dan Jhon S. Taylor. 2000. *An Introduction to Support Vector Machines and Other Kernel-based Learning Methods*. Jurnal. Cambridge University Press. Australia.
- Dantes, N. (2012). *Metode penelitian*. Yogyakarta: Penerbit Andi.
- Darmawan, D. (2013). *Metode Penelitian Kuantitatif*. Bandung: PT Remaja Rosdakarya Offset.
- Dubey, A. K., Sisodia, D., Khunteta, D., Saini, A. R., & Chaturvedi, V. (2014). *Emerged Computer Interaction With Humanity: Social Computing*.

International Journal on Computational Sciences & Applications (IJCSA)
VolA, (1).

- Dumbill, E. (2012). Planning for big data. " O'Reilly Media, Inc.". Didapat dari :
http://cdn.oreillystatic.com/oreilly/radarreport/0636920025559/Planning_for_Big_Data.pdf
- Fang, Y., Qureshi, I., Sun, H., McCole, P., Ramsey, E., & Lim, K. H. (2014). Trust, satisfaction, and online repurchase intention: the moderating role of perceived effectiveness of e-commerce institutional mechanisms. *Mis Quarterly*, 38(2), 407-427.
- Faridhan, Y. E., Susetyo, B., & Aam, A. (2006). Metode Klasifikasi Berstruktur Pohon Dengan Algoritma CRUISE, QUEST, dan CHAID. In *Forum Statistika dan Komputasi* (Vol. 11, No. 1).
- Ganesan, N., Venkatesh, K., Rama, M. A., & Malathi Palani, A. (2010). Application of neural networks in diagnosing cancer disease using demographic data. *International Journal of Computer Applications* (0975-8887) Volume.
- Hadi, H. J., Ammar, H. S., Sarah Hadishaneed & Azizhtbt Haji Ahmad. (2014). "BIG DATA AND FIVE V'S CHARACTERISTICS". *Proceedings of IRF International Conference*, 01st November 2014, Tirupati, India.
- Hashem, I. A. T., Yaqoob, I., Anuar, N. B., Mokhtar, S., Gani, A., & Khan, S. U. (2015). The rise of "big data" on cloud computing: Review and open research issues. *Information Systems*, 47, 98-115.
- Hidayatullah, S., & Suseno, H. B. (2011). Implementasi sistem penjualan online berbasis E-Commerce pada usaha rumahan Griya Unik Wanita.
- Huda, N. M. (2010). Aplikasi Data Mining Untuk Menampilkan Informasi Tingkat Kelulusan Mahasiswa (Studi Kasus di Fakultas MIPA Universitas Diponegoro) (Doctoral dissertation, FACULTY OF MATHEMATICS AND NATURAL SCIENCES).
- Hutama, Gandhi (2014). Analisa Segmentasi Radio Suara Kedjajaan 101.4 TRAX FM Jakarta. Skripsi Mahasiswa S1
- Irdiansyah, E. (2009). Penerapan Data Mining Pada Penjualan Produk Minuman Di PT. Pepsi Cola Indobeverages Menggunakan Metode Clustering. *SKRIPSI Universitas Komputer Indonesia (UNIKOM)*, 34-67.
- Iyas. (2011). Klasifikasi Data Karyawan Untuk Menentukan Jadwal Kerja Menggunakan Metode Decision Tree.
- Kalchbrenner, N., Grefenstette, E., & Blunsom, P. (2014). A convolutional neural network for modelling sentences. *arXiv preprint arXiv:1404.2188*.

- Khoiril, A. (2013). Penerapan Data Mining Untuk Menentukan Kriteria Calon Nasabah Potensial Pada AJB Bumiputera 1912 Palembang. Skripsi Mahasiswa TI S1.
- Kohavi, R., Mason, L., Parekh, R., & Zheng, Z. (2004). Lessons and challenges from mining retail e-commerce data. *Machine Learning*, 57(1-2), 83-113.
- Kriegel, H. P., Borgwardt, K. M., Kröger, P., Pryakhin, A., Schubert, M., & Zimek, A. (2007). Future trends in data mining. *Data Mining and Knowledge Discovery*, 15(1), 87-97.
- Krishnaraju, V., & Mathew, S. K. (2013). Web personalization research: an information systems perspective. *Journal of Systems and Information Technology*, 15(3), 254-268.
- Kusrini & Hartati, S., (2007) DI STMIK, P. D. C. M., & YOGYAKARTA, A. PENGGUNAAN POHON KEPUTUSAN UNTUK MENGANALISIS KEMUNGKINAN.
- Laudon, K. C., & Traver, C. G. (2012). *E-commerce 2012: Business. Technology, Society*.
- Lei, Y. (2013). Web Data Mining Technology and Instrument Research. In *Proceedings of the 2nd International Conference on Green Communications and Networks 2012 (GCN 2012): Volume 2* (pp. 231-237). Springer Berlin Heidelberg.
- Liu, B. (2007). *Web data mining: exploring hyperlinks, contents, and usage data*. Springer Science & Business Media.
- Maimon, O., & Rokach, L. (2008). *Data mining with decision trees: theory and applications*
- Majalah Marketing Edisi 08/XIV/Agustus/2014, WSJ, Event Veritrans: Rise of E-Commerce
- Mansouri, R., Saraee, M., & Amirfattahi, R. (2010, February). Application of Data mining in predicting cell phones Subscribers Behavior Employing the Contact pattern. In *Data Storage and Data Engineering (DSDE), 2010 International Conference on* (pp. 63-68). IEEE.
- Mason, W., Vaughan, J. W., & Wallach, H. (2014). Computational social science and social computing. *Machine Learning*, 95(3), 257-260.
- MILANA, N. (2013). CHAID UNTUK MENGLASIFIKASI STATUS MAHASISWA SETELAH LULUS PERKULIAHAN (Studi Kasus Pada Alumnus Prodi Matematika. Jurusan Matematika. FMIPA. Universitas Negeri Malang. Tahun 2007-2012). SKRIPSI Jurusan Matematika-Fakultas MIPA UM.

- Meilani, B. D., & Slamet, A. F. (2013), *Klasifikasi Data Karyawan Untuk Menentukan Jadwal Kerja Menggunakan Metode Decision Tree*.
- Moro, S., Laureano, R., & Cortez, P. (2011). Using data mining for bank direct marketing: An application of the crisp-dm methodology.
- Murty, M. N., & Devi, V. S. (2011). Support Vector Machines. In *Pattern Recognition* (pp. 147-187). Springer London.
- Nancy, Jasdeep Kaur , Ramneet Kaur, & Nishu. (2013). "Data Mining – A Review and Description". *International Journal on Recent and Innovation Trends in Computing and Communication*.
- Nurmaini, S. (2012). Intelligent Navigation in Unstructured Environment by using Memory-Based Reasoning in Embedded Mobile Robot. *European Journal of Scientific Research*, 72(2), 228-244.
- Permana, H. (2011). *Klasifikasi dengan Metode CHAID (Chi-Squared Automatic Interaction Detection) dan penerapannya pada Klasifikasi Alumni S1 FMIPA UNY (Doctoral dissertation, UNY)*.
- Runkler, T. A. (2012). *Data Analytics: Models and Algorithms for Intelligent Data Analysis*. Springer Science & Business Media.
- Russell, S., Norvig, P., & Intelligence, A. (2003). *A modern approach. Artificial Intelligence*. Prentice-Hall, Englewood Cliffs, 25.
- Sandro, R. (2013). *Penerapan Data Mining Pada RSUP Dr. Moh Hoesin Sumatera Selatan Untuk Pengelompokan Hasil Diagnosa Pasien Pengguna Asuransi Kesehatan Miskin (ASKIB)*. Skripsi Mahasiswa TI S1.
- Sastry, S. H., Babu, P., & Prasada, M. S. (2013). Implementation of CRISP Methodology for ERP Systems. arXiv preprint arXiv:1312.2065.
- Seema, M. Rathi & Mamta. (2012). "Decision Tree: Data Mining Techniques". *International Journal of Latest Trends in Engineering and Technology* Vol. 1 Issue 3 September 2012.
- Silalahi, Ulber. 2009. *Metode Penelitian Sosial*. Bandung; PT. Refika Aditama.
- Snijders, C., Matzat, U., & Reips, U. D. (2012). Big data: Big gaps of knowledge in the field of internet science. *International Journal of Internet Science*, 7(1), 1-5.
- Soyesni, L. (2011). *Observasi dan Pengembangan E-Community PT. Tokopedia (Doctoral dissertation, BINUS)*.
- Sugiyono, D. (2011). *Metode Penelitian kuantitatif, kualitatif dan kombinasi (Mixed Methodes)*. Penerbit: CV Alfabeta, Bandung.
- Suharsaputra, U. (2012). *Metode Penelitian Kuantitatif, Kualitatif dan Tindakan*. Bandung: Refika Aditama.

Swamy, M. N., & Hanumanthappa, M. (2012). Predicting academic success from student enrolment data using decision tree technique. *Int. J. Appl. Inf. Syst*, 4, 1-6.

Zaki, M. J., & Meira Jr, W. (2014). *Data Mining and Analysis: Fundamental Concepts and Algorithms*. Cambridge University Press.

Zhang, D., Mao, W., Zhan, J., & Zeng, D. (2012). Editorial: special issue on “social computing and e-business”. *Information Systems and e-Business Management*, 10(2), 161-163.

Zhao, Y. (2012). *R and data mining: Examples and case studies*. Academic Press.

www.apjii.or.id [20 Februari 2015]

www.aprisindo.or.id [15 Mei 2015]

www.internetworldstats.com [20 Februari 2015]

www.tokopedia.com [2 Februari 2015]