

Daftar Pustaka

- [1] S. Peker, A. Kocyigit, and P. E. Eren, "A Methodology for Product Segmentation Using Sale Transactions," *MIPRO*, vol. 3, pp. 1249–1253, 2018.
- [2] M. J. Shaw, C. Subramaniam, G. Woo, and M. E. Welge, "Knowledge Management and Data Mining For marketing," pp. 127–137, 2001.
- [3] H. Yulianton, "Data Mining untuk Dunia Bisnis Keputusan Informasi," vol. XIII, no. 1, pp. 9–15, 2008.
- [4] C. Vercellis, *Business Intelligence: Data Mining and Optimization for Decision Making*. John Wiley & Sons Ltd, 2009.
- [5] H. T. Sutanto, "Cluster Analysis," *Semin. Nas. Mat. dan Pendidik. Mat.*, no. 978-979-16353-3-2, p. 681, 2009.
- [6] O. Sokol and V. Holý, "The Role of Shopping Mission in Retail Customer Segmentation," no. 2014, pp. 1–16, 2020.
- [7] M. G. F. Christine, M. Dachyar, and R. Nurcahyo, "Product Segmentation of Wooden Handicraft Micro, Small and Medium Enterprises (MSMEs) in Indonesia," *IOP Conf. Ser. Mater. Sci. Eng.*, vol. 598, no. 1, 2019.
- [8] M. Komorowski, D. C. Marshall, J. D. Salciccioli, and Y. Crutain, "Secondary Analysis of Electronic Health Records," *Second. Anal. Electron. Heal. Rec.*, no. September, pp. 1–427, 2016.
- [9] P. Kotler and G. Armstrong, *Principles of Marketing, Seventeenth Edition*. 2018.
- [10] J. Han, M. Kamber, and J. Pei, *Data Mining Concepts and Techniques*, Third Edit. Waltham: Morgan Kaufmann, 2012.
- [11] Suyanto, *Machine Learning*. Bandung: Informatika Bandung, 2018.
- [12] S. Dibb and L. Simkin, "A program for implementing market segmentation," *J. Bus. Ind. Mark.*, vol. 12, no. 1, pp. 51–65, 1997.
- [13] D. Hand, H. Mannila, and P. Smyth, *Principles of Data Mining Cambridge*, vol. 2001. 2001.
- [14] A. Bhagat, N. Kshirsagar, P. Khodke, K. Dongre, and S. Ali, "Penalty Parameter Selection for Hierarchical Data Stream Clustering," *Procedia - Procedia Comput. Sci.*, vol. 79, no. May, pp. 24–31, 2016.
- [15] F. Murtagh and P. Legendre, "Ward's Hierarchical Clustering Method: Clustering Criterion and Agglomerative Algorithm," no. May, 2011.
- [16] S. H. Ha and S. C. Park, "Application of Data Mining Tools to Hotel Data Mart on The Intranet for Database Marketing," *Expert Syst. Appl.*, 1998.
- [17] J. Supranto, *Analisis Multivariat: Arti dan Interpretasi*. 2004.
- [18] Y. Liu, Z. Li, H. Xiong, X. Gao, and J. Wu, "Understanding of Internal Clustering Validation Measures," *Proc. - IEEE Int. Conf. Data Mining, ICDM*, pp. 911–916, 2010.
- [19] T. Caliński and J. Harabasz, "A Dendrite Method for Cluster Analysis," *Commun. Stat.*, vol. 3, no. 1, pp. 1–27, 1974.