

DAFTAR PUSTAKA

- Abaya, S. A. (2012). Association rule mining based on apriori algorithm in minimizing candidate generation. *International Journal of Scientific and Engineering Research*, 3(7), 1–4.
- Abdulsalam, S. O. (2014). Data mining in market basket transaction: An association rule mining approach. *International Journal of Applied Information Systems (IJ AIS)*, 7(10), 15–20.
- Abid, F. B. (2012). An accurate grid-based pam clustering method for large dataset international journal of computer application. , 41(21).
- Aggarwal, S., dan Sindhu, R. (n.d.). *An approach of improvisation in efficiency of apriori algorithm*. Retrieved from 10.7287/peerj.preprints.1159v1
- Aguinis, H., Forcum, L. E., dan Joo, H. (2012). Using market basket analysis in management research. *Journal of Management*, 39(7), 1799–1824.
- Akpyomare, O. B., Adeosun, L. P. K., dan Ganiyu, R. A. (2013). The influence of product attributes on consumer purchase decision in the nigerian food and beverages industry: A study of lagos metropolis. *American Journal of Business and Management*, 1(4), 196–201.
- Al-Maolegi, M., dan Arkok, B. (2014). An improved apriori algorithm for association rules. *International Journal on Natural Language Computing (IJNLC)*, 3(1), 21–29.
- Amini, A., Wah, T. Y., Saybani, M. R., dan Yazdi, S. R. A. S. (2011). A study of density-grid based clustering algorithms on data streams. Dalam *International conference on fuzzy systems and knowledge discovery (fskd)* (hal. 1652–1656).
- Anggraeni, H. D., Saputra, R., dan Noranita, B. (2013). Aplikasi data mining analisis data transaksi penjualan obat menggunakan algoritma apriori (studi kasus di apotek setya sehat semarang). *Jurnal Masyarakat Informatika*, 4(7), 1–8.
- Annie, L. C., dan Kumar, A. (2012). Market basket analysis for a supermarket based on frequent itemset mining. *International Journal of Computer Science*, 9(5), 257–264.
- Aparna, dan Nair, M. K. (2014). A detailed study and analysis of different partition-al data clustering techniques. *International Journal of Innovative Research in Science, Engineering and Technology*, 3(1), 8353–8359.
- Arora, P., Deepali, dan Varshney, S. (2016). Analysis of k-means and k-medoids algorithm for big data. Dalam *International conference on information security*

- and privacy* (hal. 507–512).
- Azhari, dan Anshori. (2009). Pendekatan aturan asosiasi untuk analisis pergerakan saham. Dalam *Seminar nasional informatika* (hal. 183–189).
- Berry, M. J., dan Linoff, G. S. (2004). *Data mining techniques for marketing, sales, and customer relationship management second edition*. Wiley Publishing, Inc.
- Chitra, K., dan Maheswari, D. (2017). A comparative study of various clustering algorithms in data mining. *International Journal of Computer Science and Mobile Computing*, 6(8), 109–115.
- Christidis, K., Apostolou, D., dan Mentzas, G. (2010). Exploring customer preferences with probabilistic topics models. , 1–13.
- Defit, S. (2012). Intelligent mining association rules. *International Journal of Computer Science and Information Technology (IJCSIT)*, 4(4), 97–106.
- Defiyanti, S., Jajuli, M., dan Rohmawati, N. (2017). Optimalisasi k-medoid dalam pengklasteran mahasiswa pelamar beasiswa dengan cubic clustering criterion. *Jurnal Teknologi dan Sistem Informasi*, 3(1), 211–218.
- Diwate, R. B., dan Sahu, A. (2014). Data mining techniques in association rule : A review. *International Journal of Computer Science and Information Technologies*, 5(1), 227–229.
- Elavarasi, S. A., Akilandeswari, J., dan Sathiyabhama, B. (2011). A survey on partition clustering algorithms. *International Journal of Enterprise Computing and Business Systems*, 1(1), 1–14.
- Erwin. (2009). Analisis market basket dengan algoritma apriori dan fp-growth. *Jurnal Generic*, 4(2), 26–30.
- Ester, M., Kriegel, H.-P., dan Xu, X. (1996). A density-based algorithm for discovering clusters in large spatial databases with noise. Dalam *International conference on knowledge discovery and data mining* (hal. 226–231).
- Fajrin, A. A., dan Maulana, A. (2018). Penerapan data mining untuk analisis pola pembelian konsumen dengan algoritma fpgrowth pada data transaksi penjualan spare part motor. *KLIK - KUMPULAN JURNAL ILMU KOMPUTER*, 5(1), 27–36.
- Farooq, Z., dan Sharma, V. (2016). Association rule mining for modelling academic resources using fp growth algorithm. *International Journal of Computer Systems*, 3(5), 397–402.
- Fauzanu, A., Darwiyanto, E., dan Wisudiawan, G. A. A. (2017). Analisis web usage mining menggunakan teknik k-means clustering dan association rule (studi kasus: Wwww.owlexa.com). Dalam *e-proceeding of engineering* (hal.

3284–3291).

- Fayyad, U., Shapiro, G. P., dan Smyth, P. (1996). From data mining to knowledge discovery in databases. *American Association for Artificial Intelligence*, 17(3), 37–54.
- Fitria, R., Nengsih, W., dan Qudsi, D. H. (2017). Implementasi algoritma fp-growth dalam penentuan pola hubungan kecelakaan lalu lintas. *Jurnal Sistem Informasi*, 13(2), 118–124.
- Ghuman, S. S. (2016). Clustering techniques- a review. *International Journal of Computer Science and Mobile Computing*, 5(5), 524–530.
- Gupta, S., dan Mamtora, R. (2014). A survey on association rule mining in market basket analysis. *International Journal of Information and Computation Technology*, 4(4), 409–414.
- Habibah, U., dan Sumiati. (2016). Pengaruh kualitas produk dan harga terhadap keputusan pembelian produk kosmetik wardah di kota bangkalan madura. *Jurnal Ekonomi and Bisnis*, 1(1), 31–48.
- Hahsler, M. (2017). arulesviz: Interactive visualization of association rules with r. *The R Journal*, 9(2), 163–175.
- Han, J., Pei, J., dan Yin, Y. (2001). Mining frequent patterns without candidate generation. , 1–12.
- Harnoto, F. (2014). Strategi kepuasan pelanggan dalam mempertahankan dan meningkatkan loyalitas pelanggan. *Jurnal Ekonomi Manajemen dan Akuntansi*, 21(36), 1–15.
- Hermanto, T. I. (2015). Implementasi algoritma association rule dan k-means sebagai sistem rekomendasi produk pada website penjualan online. , 1–5.
- Indriani, F. (2006). Studi mengenai orientasi inovasi, pengembangan produk dan efektifitas promosi sebagai sebuah strategi untuk meningkatkan kinerja produk. *JURNAL STUDI MANAJEMEN and ORGANISASI*, 3(2), 82–92.
- Karthiyayini, R., dan Balasubramanian, R. (2016). Affinity analysis and association rule mining using apriori algorithm in market basket analysis. *International Journal of Advanced Research in Computer Science and Software*, 6(10), 241–246.
- Kaur, N. K., Kaur, U., dan Singh, D. (2014). K-medoid clustering algorithm- a review. *International Journal of Computer Application and Technology*, 1(1), 42–45.
- Kavitha, M., dan Selvi, T. (2016). Comparative study on apriori algorithm and fp growth algorithm with pros and cons. *International Journal of Computer Science Trends and Technology (IJCST)*, 4(4), 161–164.

- Kisilevich, S., Mansmann, F., dan Keim, D. (2010). P-dbscan: A density based clustering algorithm for exploration and analysis of attractive areas using collections of geo-tagged photos. Dalam *Proceedings of the 1st international conference and exhibition on computing for geospatial research and application* (hal. 1–4).
- Kori, A. (2017). Comparative study of data classifiers using rapidminer. *International Journal of Engineering Development and Research*, 5(2), 1041–1043.
- Kotler, K., Philip, dan Keller. (2007). *Manajemen pemasaran. jilid 2*. PT. Indeks.
- Kotler, P., dan Armstrong, G. (2001). *Prinsip-prinsip pemasaran. jilid 2*. Erlangga.
- Liao, W.-k., Liu, Y., dan Choudhary, A. (2004). A grid-based clustering algorithm using adaptive mesh refinement. Dalam *Appears in the 7th workshop on mining scientific and engineering datasets 2004* (hal. 1–9).
- Listriani, D., Setyaningrum, A. H., dan Eka, F. (2016). Penerapan metode asosiasi menggunakan algoritma apriori pada aplikasi analisa pola belanja konsumen (studi kasus toko buku gramedia bintaro). *JURNAL TEKNIK INFORMATIKA*, 9(2), 120–127.
- Liu, X., Zhang, X., Li, X., dan Sun, Z. (2014). Research on data mining clustering algorithm in cloud computing environments. *Bio Technology An Indian Journal*, 10(17), 9563–9566.
- Madhulatha, T. S. (2012). An overview on clustering methods. *IOSR Journal of Engineering*, 2(4), 719–725.
- Mardi, Y. (2017). Data mining: Klasifikasi menggunakan algoritma c4.5. *Jurnal Edik Informatika*, 2(2), 213–219.
- Mustakim. (2012). Pemetaan digital dan pengelompokan lahan hijau di wilayah provinsi riau berdasarkan knowledge discovery in databases (kdd) dengan teknik k-means mining. Dalam *Seminar nasional teknologi informasi komunikasi dan industri (sntiki) 4* (hal. 103–111).
- Mustakim, Herianda, D. M., Ilham, A., Daeng GS, A., Laumal, F. E., Kurniasih, N., ... Rahim, R. (2018). Market basket analysis using apriori and fp-growth for analysis consumer expenditure patterns at berkah mart in pekanbaru riau. *Journal of Physics: Conference Series*, 1–9.
- Nidhi, dan Patel, K. A. (2016). An efficient and scalable density-based clustering algorithm for normalize data. Dalam *2nd international conference on intelligent computing, communication and convergence* (hal. 136–141).
- Oktoria, R., dan Maharani, W. (2010). Content based recommender system menggunakan algoritma apriori. Dalam *Konferensi nasional sistem dan informatika 2010* (hal. 124–129).

- Parikh, M., dan Varma, T. (2014). Iog - an improved approach to find optimal grid size using grid clustering algorithm. *IOSR Journal of Computer Engineering*, 16(3), 114–118.
- Park, H.-S., Lee, J.-S., dan Jun, C.-H. (2014). A k-means-like algorithm for k-medoids clustering and its performance. , 1–10.
- Patel, D., Modi, R., dan Sarvakar, K. (2014). A comparative study of clustering data mining: Techniques and research challenges. *International Journal of Latest Technology in Engineering, Management and Applied Science*, 3(9), 67–70.
- Patil, K. S., dan Patil, S. S. (2013). Sequential pattern mining using apriori algorithm and frequent pattern tree algorithm. *IOSR Journal of Engineering (IOSRJEN)*, 3(1), 26–30.
- Pham, D. T., dan Afify, A. A. (2007). Clustering techniques and their applications in engineering. Dalam *Proceedings of the institution of mechanical engineers, part c: Journal of mechanical engineering science* (hal. 1445–1459).
- Plasse, M., Niang, N., Saporta, G., Villeminot, A., dan Leblond, L. (2007). Combined use of association rules mining and clustering methods to find relevant links between binary rare attributes in a large data set. *Computational Statistics and Data Analysis*, 596–613.
- Pramesti, D. F., Furqon, M. T., dan Dewi, C. (2017). Implementasi metode k-medoids clustering untuk pengelompokan data potensi kebakaran hutan/lahan berdasarkan persebaran titik panas (hotspot). *Jurnal Pengembangan Teknologi Informasi dan Ilmu Komputer*, 1(9), 723–732.
- Prasetyo, E. (2014). *Data mining - mengolah data menjadi informasi menggunakan matlab*. CV. Andi Offset.
- Rabiqy, Y. (2017). Strategi peningkatan kepuasan pelanggan untuk meningkatkan loyalitas pelanggan pengguna internet telkomsel di banda aceh. Dalam *Prosiding forum keuangan dan bisnis indonesia* (hal. 253–264).
- Rachim, T., dan Setiawan, I. (2014). The effects of product attributes and pricing policy to netbook purchase decision (case study of universitas widyatama students). Dalam *11th ubaya international annual symposium on management* (hal. 523–534).
- Rafsanjani, M. K., Varzaneh, Z. A., dan Chukanlo, N. E. (2012). A survey of hierarchical clustering algorithms. *The Journal of Mathematics and Computer Science*, 5(3), 229–240.
- Raftery, A. E., dan Dean, N. (2006). Variable selection for model-based clustering. *Journal of the American Statistical Association*, 101(473), 168–178.

- Rahayu, G., dan Mustakim. (2017). Principal component analysis untuk dimensi reduksi data clustering sebagai pemetaan persentase sertifikasi guru di indonesia. Dalam *Seminar nasional teknologi informasi, komunikasi dan industri (sntiki) 9* (hal. 201–208).
- Ramageri, B. M. (2010). Data mining techniques and applications. *Indian Journal of Computer Science and Engineering*, 1(4), 301–305.
- Ramadhan, F. L., Achmad, A. I., dan Mutaqin, A. K. (2016). Market basket analysis menggunakan algoritme apriori. Dalam *Prosiding statistika* (hal. 224–234).
- Rani, L. N. (2016). Klasifikasi nasabah menggunakan algoritma c4.5 sebagai dasar pemberian kredit. *Jurnal INOVTEK Polbeng*, 1(2), 126–132.
- Rani, Y., dan Rohil, H. (2013). A study of hierarchical clustering algorithm. *International Journal of Information and Computation Technology*, 3(11), 1225–1232.
- Raval, U. R., dan Jani, C. (2016). Implementing and improvisation of k-means clustering algorithm. *International Journal of Computer Science and Mobile Computing*, 5(5), 191–203.
- Reddy, M. V., Vivekananda, M., dan Satish, R. U. V. N. (2017). Divisive hierarchical clustering with k-means and agglomerative hierarchical clustering. *International Journal of Computer Science Trends and Technology (IJCST)*, 5(5), 6–11.
- Ristoski, P., Bizer, C., dan Paulheim, H. (2015). Mining the web of linked data with rapidminer. *Web Semantics: Science, Services and Agents on the World Wide Web*, 35, 142–151.
- Riyono, dan Budiharja, G. E. (2016). Pengaruh kualitas produk, harga, promosi dan brand image terhadap keputusan pembelian produk aqua di kota pati. *JURNAL STIE SEMARANG*, 8(2), 92–121.
- Saket, S., dan Pandya, S. (2016). An overview of partitioning algorithms in clustering techniques. *International Journal of Advanced Research in Computer Engineering and Technology (IJARCET)*, 5(6), 1943–1946.
- Santosa, S., dan Jadi. (2016). Analisis keranjang pasar untuk rekomendasi produk (consumer good) menggunakan fp-growth dengan klusterisasi clarans. *Jurnal Teknologi Informasi*, 12(2), 103–115.
- Sasirekha, K., dan Baby, P. (2013). Agglomerative hierarchical clustering algorithm- a review. *International Journal of Scientific and Research Publications*, 3(3), 1–3.
- Selvakumar, A. (2013). An adaptive partitioning clustering method for categorical attribute using k-medoid. *International Journal of Computer Science and*

- Mobile Computing*, 2(4), 197–204.
- Septiana, Y., dan Dharmayanti, D. (2016). Penerapan improved apriori pada aplikasi data mining di perusahaan kalvin socks production. *Jurnal Ilmiah Komputer dan Informatika (KOMPUTA)*, 5(1), 35–42.
- Shah, N. A., dan Paul, R. (2017). Survey on different grid based clustering algorithms of data mining. *International Journal of Advance Research and Innovative Ideas in Education (IJARIE)*, 3(1), 1118–1123.
- Shah, S., dan Singh, M. (2012). Comparison of a time efficient modified k-mean algorithm with k-mean and k-medoid algorithm. Dalam *2012 international conference on communication systems and network technologies* (hal. 435–437).
- Shih, S. P., Yu, S., dan Tseng, H. C. (2015). The study of consumers' buying behavior and consumer satisfaction in beverages industry in tainan, taiwan. *Journal of Economics, Business and Management*, 3(3), 391–394.
- Sidhu, S., Meena, U. K., Nawani, A., Gupta, H., dan Thakur, N. (2014). Fp growth algorithm implementation. *International Journal of Computer Applications*, 93(8), 6–10.
- Sinthuja, M., Puviarasan, N., dan Aruna, P. (2018). Research of improved fp-growth (ifp) algorithm in association rules mining. *International Journal of Engineering Science Invention (IJESI)*, 24–31.
- Soni, R. K., Gupta, N., dan Sinhal, A. (2013). An fp-growth approach to mining association rules. *International Journal of Computer Science and Mobile Computing*, 2(2), 1–5.
- Suatma, J. (2013). Analisis strategi inovasi atribut produk dan pengaruhnya terhadap keputusan pembelian konsumen pada skuter matik merek honda vario di kota semarang. *JURNAL STIE SEMARANG*, 5(2), 19–35.
- Sumali, E. A. (2014). Pengaruh perceived quality dan push strategy terhadap rekomendasi minyak gosok sanhong cap pida. *Jurnal Manajemen Pemasaran Petra*, 2(1), 1–6.
- Suman, dan Rani, P. (2017). A survey on sting and clique grid based clustering methods. *International Journal of Advanced Research in Computer Science*, 8(5), 1510–1512.
- Tengor, L. K. d. S. L., Gloria. (2016). Pengaruh merek, desain dan kualitas produk terhadap keputusan pembelian iphone studi kasus pada mahasiswa stie eben haezar manado. *Jurnal Berkala Ilmiah Efisiensi*, 16(4), 367–375.
- Thakare, M. R., Mohod, S. W., dan Thakare, A. N. (2016). Clustering of big data using different data-mining techniques. *International Research Journal of*

- Engineering and Technology (IRJET)*, 3(1), 1088–1094.
- Triyanto, W. A., Suhartono, V., dan Himawan, H. (2014). Analisis keranjang pasar menggunakan k-medoids dan fp-growth. *Jurnal Pseudocode*, 2(1), 129–142.
- Velmurugan, T. (2012). Efficiency of k-means and k-medoids algorithms for clustering arbitrary data points. *Int.J.Computer Technology and Applications (I-JCTA)*, 3(5), 1758–1764.
- Vijayarani, S., dan Prasannalakshmi, R. (2015). Association rule generation in data streams using fp-growth and apriori mr algorithms. *International Journal of Innovative Research in Computer and Communication Engineering*, 3(9), 8949–8956.
- Wen-xiu, X., Heng-nian, Q., dan Mei-li, H. (2010). Market basket analysis based on text segmentation and association rule mining. Dalam *First international conference on networking and distributed computing* (hal. 309–313).
- Wijaya, D. S., dan Fitriana, D. (2018). Data mining analysis with association rules method to determine the result of fish catch using fp-growth algorithm. *International Journal of Computer Applications*, 181(15), 7–15.
- Wu, M., dan Sakai, H. (2015). On parallelization of the nis-apriori algorithm for data mining. Dalam *Procedia computer science* (hal. 623–631).
- Yildirim, P., dan Birant, D. (2017). K-linkage: A new agglomerative approach for hierarchical clustering. *Advances in Electrical and Computer Engineering*, 17(4), 77–88.
- Ykhlef, M. (2011). A quantum swarm evolutionary algorithm for mining association rules in large databases. *Journal of King Saud University - Computer and Information Sciences*, 23(1), 1–6.
- Zulaicha, S., dan Irawati, R. (2016). Pengaruh produk dan harga terhadap keputusan pembelian konsumen di morning bakery batam. *Jurnal Inovasi dan Bisnis*, 4(2), 123–136.