

## DAFTAR PUSTAKA

- [1] W. Bi, M. Cai, M. Liu, and G. Li, "A Big Data Clustering Algorithm for Mitigating the Risk of Customer Churn," *IEEE Trans. Ind. Informatics*, vol. 12, no. 3, pp. 1270–1281, 2016.
- [2] Y. Chen, G. Zhang, D. Hu, and S. Wang, "Customer Segmentation in Customer Relationship Management Based on Data Mining," vol. 207, pp. 288–293, 2006.
- [3] Y. Luo, Q. R. Cai, H. X. Xi, Y. J. Liu, and Z. M. Yu, "Telecom customer segmentation with K-means clustering," *ICCSE 2012 - Proc. 2012 7th Int. Conf. Comput. Sci. Educ.*, no. Iccse, pp. 648–651, 2012.
- [4] D. Zheng, "Application of silence customer segmentation in securities industry based on fuzzy cluster algorithm," *J. Inf. Comput. Sci.*, vol. 10, no. 13, pp. 4337–4347, 2013.
- [5] R. J. Kuo, S. H. Lin, and Z.-Y. Chen, "Integration of Particle Swarm Optimization and Immune Genetic Algorithm-Based Dynamic Clustering for Customer Clustering," *Int. J. Artif. Intell. Tools*, vol. 24, no. 5, p. 1550019, 2015.
- [6] W. Li, "Modified K-Means Clustering Algorithm," *2008 Congr. Image Signal Process.*, pp. 618–621, 2008.
- [7] M. K. Algorithm and B. D. Clustering, "IBAIS University," 2015.
- [8] N. Kurinjivendhan and K. Thangadurai, "Modified k-means algorithm and genetic approach for cluster optimization," *Proc. 2016 Int. Conf. Data Min. Adv. Comput. SAPIENCE 2016*, pp. 53–56, 2016.
- [9] A. K. Jain, "Data clustering: 50 years beyond K-means," *Pattern Recognit. Lett.*, vol. 31, no. 8, pp. 651–666, 2010.
- [10] J. Wei, S. Lin, and H. Wu, "A review of the application of RFM model," *African J. Bus. Manag.*, vol. 4, no. 19, pp. 4199–4206, 2010.
- [11] U. Kaymak, "Fuzzy target selection using RFM variables," *Proc. Jt. 9th IFSA World Congr. 20th NAFIPS Int. Conf. (Cat. No. 01TH8569)*, vol. 2, no. C, pp. 1038–1043, 2001.
- [12] C. Cheng and Y. Chen, "Expert Systems with Applications Classifying the segmentation of customer value via RFM model and RS theory," *Expert Syst. Appl.*, vol. 36, no. 3, pp. 4176–4184, 2009.
- [13] M. Khajvand and M. J. Tarokh, "Estimating customer future value of different customer segments based on adapted RFM model in retail banking context," *Procedia Comput. Sci.*, vol. 3, pp. 1327–1332, 2011.
- [14] R. Mohammadi, B. Bidabad, T. Nourasteh, and M. Sherafati, "Credit Ranking of Bank Customers ( An Integrated Model of," *Eur. Online J. Nat. Soc. Sci.*, vol. 3, no. 3, pp. 564–571, 2014.
- [15] Y. Nugraheni, *Data Mining Dengan Metode Fuzzy Untuk Customer Relationship Management (CRM) Pada Perusahaan Retail*. 2011.
- [16] N. H. M. Ariffin, A. R. Hamdan, K. Omar, and N. Janom, "Customer Relationship Management (CRM) implementation: A soft issue in

- knowledge management scenario,” *CHUSER 2012 - 2012 IEEE Colloq. Humanit. Sci. Eng. Res.*, no. Chuser, pp. 485–489, 2012.
- [17] E. W. T. Ngai, L. Xiu, and D. C. K. Chau, “Application of data mining techniques in customer relationship management: A literature review and classification,” *Expert Syst. Appl.*, vol. 36, no. 2 PART 2, pp. 2592–2602, 2009.
  - [18] J. Bayer, “Customer segmentation in the telecommunications industry,” *J. Database Mark. Cust. Strateg. Manag.*, vol. 17, no. 3–4, pp. 247–256, 2010.
  - [19] L. Zhang, “Data mining application in customer relationship management,” *2010 Int. Conf. Comput. Appl. Syst. Model. (ICCA SM 2010)*, no. Iccasm, pp. V14-171-V14-174, 2010.
  - [20] Z. Bian and H. Dong, “Suggestions on the CRM Implementation of Small and Medium-sized Enterprises Based on Data Mining,” *Contemp. Logist.*, vol. 9, pp. 95–98, 2012.
  - [21] A. Premana, A. P. Wijaya, and M. A. Soeleman, “Image segmentation using Gabor filter and K-means clustering method,” *2017 Int. Semin. Appl. Technol. Inf. Commun.*, pp. 95–99, 2017.
  - [22] T. Widiyaningtyas, M. Indra, W. Prabowo, and M. A. M. Pratama, “Implementation of K-Means Clustering Method to Distribution of High School Teachers,” no. September, pp. 19–21, 2017.
  - [23] A. Alamsyah and B. Nurris, “Monte Carlo Simulation and Clustering for Customer Segmentation in Business Organization,” *Int. Conferece Sci. Technol. - Comput. ICST*, 2017.
  - [24] R. Ait Daoud, A. Amine, B. Bouikhalene, and R. Lbibb, “Combining RFM model and clustering techniques for customer value analysis of a company selling online,” *Proc. IEEE/ACS Int. Conf. Comput. Syst. Appl. AICCSA*, vol. 2016–July, 2016.
  - [25] J. A. McCarty and M. Hastak, “Segmentation approaches in data-mining: A comparison of RFM, CHAID, and logistic regression,” *J. Bus. Res.*, vol. 60, no. 6, pp. 656–662, 2007.
  - [26] B. Farhangian, M. Shamsi, and R. Ahsan, “Identification of Customers in the CRM system using Data Mining and Fuzzy AHP Method Introduction :,” vol. 2, no. 12, pp. 37–53, 2015.
  - [27] Reza Allahyari Soeini and Ebrahim Fathalizade, “Customer Segmentation based on Modified RFM Model in Insurance Industry,” *Ipcsit*, vol. 25, pp. 101–104, 2012.
  - [28] T. Chen and Y. Wang, “Fuzzified FCM for Mining Sales Data and Establishing Flexible Customer Clusters,” *Int. J. Hybrid Inf. Technol.*, vol. 5, no. 4, pp. 79–84, 2012.
  - [29] J. Wei, C. Weng, and N. Changhua, “USING RFM MODEL IN A CHILDREN ’ S DENTAL CLINIC FOR MARKET SEGMENTATION Hsin-Hung Wu , National Changhua University of Education , Taiwan ,” *11th Int. DSI 16th APDSI*, 2011.
  - [30] A. Gayathri and S. Mohanavalli, “Enhanced Customer Relationship Management Using Fuzzy Clustering,” vol. 1, no. 4, pp. 163–167, 2011.
  - [31] B. A. Tama, “Implementasi Teknik Data Mining Di Dalam Konsep Customer

- Relationship Management (Crm),” *Konf. Nas. Sist. dan Inform.*, pp. 56–61, 2009.
- [32] M. Xu and J. Walton, “Gaining customer knowledge through analytical CRM,” *Ind. Manag. Data Syst.*, vol. 105, no. 7, pp. 955–971, Sep. 2005.
- [33] E. C. Nwude and J. I. Uduji, “Customer Relationship Management: A Strategic Imperative in the Pharmaceutical Industry in Nigeria,” vol. 3, no. 1, pp. 144–154, 2013.
- [34] Y. J. Lee, “Privacy-preserving Data Mining for Personalized Marketing,” *Int. J. Comput. Commun. Networks*, vol. 4, no. 1, pp. 1–9, 2014.
- [35] A. M. Hughes, *Strategic Database Marketing*. McGraw-Hill Education, 2005.
- [36] A. Brandão, E. Pereira, F. Portela, M. F. Santos, A. Abelha, and J. Machado, “Managing Voluntary Interruption of Pregnancy Using Data Mining,” *Procedia Technol.*, vol. 16, pp. 1297–1306, 2014.
- [37] A. Sheshasayee and P. Sharmila, “Comparative study of fuzzy C means and K means algorithm for requirements clustering,” *Indian J. Sci. Technol.*, vol. 7, no. 6, pp. 853–857, 2014.
- [38] K. Tsipstsis, *Data Mining Tehniques in CRM: Inside Customer Segmentation*. 2010.
- [39] S. Sumathi and S. N. Sivanandam, *Introduction to Data Mining and its Applications*, vol. 29. 2006.
- [40] P. Chapman *et al.*, “Crisp-Dm 1.0,” *Cris. Consort.*, p. 76, 2000.
- [41] S.-C. Huang, E.-C. Chang, and H.-H. Wu, “A case study of applying data mining techniques in an outfitter’s customer value analysis.”
- [42] S. Singh Raghuwanshi and P. Arya, “Comparison of K-means and Modified K-mean algorithms for Large Data-set,” *Int. J. Comput. Commun. Netw.*, vol. 1, no. 3, pp. 106–110, 2012.
- [43] S.-C. Huang, E.-C. Chang, and H.-H. Wu, “A case study of applying data mining techniques in an outfitter’s customer value analysis,” *Expert Syst. Appl.*, vol. 36, no. 3, pp. 5909–5915, 2009.
- [44] R. V. Singh and M. P. S. Bhatia, “Data clustering with modified K-means algorithm,” *Int. Conf. Recent Trends Inf. Technol. ICRTIT 2011*, pp. 717–721, 2011.
- [45] B. Yi, F. Yang, H. Qiao, and C. Xu, “An improved initialization center algorithm for K-means clustering,” *2010 Int. Conf. Comput. Intell. Softw. Eng. CiSE 2010*, no. 1, pp. 1–4, 2010.
- [46] H. Qiao and B. Edwards, “A data clustering tool with cluster validity indices,” *ICC2009 - Int. Conf. Comput. Eng. Sci. Inf.*, vol. 1, no. 2, pp. 303–309, 2009.
- [47] L. Kaufman, “Finding Groups in Data An Introduction to Cluster Analysis.”
- [48] S. Mohammad, S. Hosseini, A. Maleki, and M. R. Gholamian, “Expert Systems with Applications Cluster analysis using data mining approach to develop CRM methodology to assess the customer loyalty,” *Expert Syst. Appl.*, vol. 37, no. 7, pp. 5259–5264, 2010.
- [49] “IBM SPSS Direct Marketing 22.”
- [50] P. J. Rousseeuw, “Silhouettes: A graphical aid to the interpretation and

- validation of cluster analysis,” *J. Comput. Appl. Math.*, vol. 20, no. C, pp. 53–65, 1987.
- [51] J. Carlos, R. Thomas, M. S. Peñas, and M. Mora, “New Version of Davies-Bouldin Index for Clustering Validation Based on Cylindrical Distance,” no. 1, 2013.