

## DAFTAR PUSTAKA

- Alamsyah, M., 2006, Pengelompokan Data Kategorik dengan Algoritma QROCK, *Skripsi*, Jurusan Matematika FMIPA UNAIR, Surabaya.
- Alvionita, 2017, Metode Ensembel ROCK dan SWFM untuk Pengelompokan Data Campuran Numerik dan Kategorik pada Kasus Akses Jeruk, *Skripsi*, Jurusan Statistika FMIPA ITS, Surabaya.
- Anderson, T. W. & Scolve, S. L., 1974, *Introductory Statistical Analysis*, Houghton Mifflin, Massachusetts.
- Anton, H. & Rorres, C., 2014, *Elementary Linear Algebra: Applications Version*, edisi 11, John Wiley & Sons, Inc., New Jersey.
- Bain, L., 2006, *Introduction to Probability and Mathematical Statistics*, Wadsworth Publishing Company, California.
- Bunkers, M. J., Miller, J. R., Jr., & DeGaetano, A. T., 1996, Definition of Climate Regions in the Northern Plains Using an Objective Cluster Modification Technique, *Journal of Climate*, 9, 1, 130-146.
- Dutta, M., Mahanta, A. M., & Pujari, A. K., 2005, QROCK: A Quick Version of The ROCK Algorithm for Clustering of Categorical Data, *Pattern Recognition Letters*, 26(15), 2364-2373.
- Ester, M., Kriegel, H.-P, Sander, J. & Xu, X., 1996, A Density-Based Algorithm for Discovering Clusters in Large Spatial Databases with Noise, *Proc. 2nd Int. Conf. on Knowledge Discovery and Data Mining*, University of Munich, Germany, 226-231.
- Foss, A., Markatou, M., Ray, B., & Heching, A., 2016, A semiparametric method for clustering mixed data, *Machine Learning*, 419-458.
- Foss, A., Markatou, M., 2018, kamila: Clustering Mixed-Type Data in R and Hadoop Journal. *Journal of Statistical Software*, 83(11).
- Guha, S., Rastogi, R., & Shim, K., 2000, ROCK: A Robust Clustering Algorithm for Categorical Attributes, *Information Systems*, 25, 5, 345-366.

- Hadi, A. S., Imon, A. H. M. R., & Werner, M., 2009, Detection of Outliers, *WIRES Computational Statistics*, 1, 1, 57-70.
- Han, J., Kamber, M., & Pei, J., 2012, *Data Mining: Concept*, edisi 3, Elsevier Inc., USA, 471-473.
- Hanifah, H. N., 2019, Algoritma KAMILA untuk Analisis *Clustering* pada Data Tipe Campuran, *Skripsi*, Jurusan Matematika FMIPA UGM, Yogyakarta.
- He, Z., Xu, X., & Deng, S., 2005, Clustering Mixed Numeric and Categorical Data: A Cluster Ensemble Approach, Hanbin Institute of Technology, China.
- Huang, Z., 1998, Extensions to the k-Means Algorithm for Clustering Large Data Sets with Categorical Values, *Data Mining Knowledge Discovery*, 2, 83-304.
- Irfandi, Y. P., 2016, Penerapan Algoritma Squeezer untuk Pengelompokan Tanaman Jeruk Hasil Fusi Berdasarkan Karakteristik Kualitatif dan Kuantitatif, *Tesis*, Jurusan Statistika FMIPA ITS, Surabaya.
- Johnson, R. A. & Winchern, D. W., 2007, *Marketing: An Introduction*, edisi 6, Pearson Prentice Hall, New Jersey.
- Kaiser, H. F., 1974, An index of factorial simplicity. *Psychometrika*, 39, 31–36.
- Kumar, R., Pati, P. B., Deepa, K., Yanan, S. 2023, Clustering the Various Categorical Data: An Exploration pf Algorithms and Performance Analysis, *2023 4th International Conference for Emerging Technology (INCET)*, 1-6.
- Larsen, N., 2010, *Market Segmentation- Framework for Determining the Right Target Customer*, *Tesis*, Aarhus School of Business, 6-13.
- Leys, C., Delacre, M., Mora, Y. L., Lakens, D., & Ley, C., 2019, How to Classify, Detect, and Manage Univariate and Multivariate Outliers, With Emphasis on Pre-Registration, *International Review os Social Psychology*, 32(1), 5, 1-10.
- Madhulatha, T. S., 2012, An Overview on Clustering Methods, *IOSR Journal of Engineering*, 2, 4, 719-725.

- Paramardini, L. D., 2018, Penerapan Metode Data Campuran Ensemble K-Modes dan Similarity Weight and Filter Method (SWFM) pada Pengelompokan Kabupaten/Kota di Jawa Timur Berdasarkan Indikator Daerah Tertinggal, *Skripsi*, Jurusan Statistika FMIPA ITS, Surabaya.
- Reddy, M. V. J., & Kavitha, B., 2010, Efficient Ensemble Algorithm for Mixed Numeric and Categorical Data, *IEEE International Conference on Computational Intelligence and Computing Research*, 1-4.
- Saldanha, R., 2020, Marketing Campaign [Data set], <https://www.kaggle.com/datasets/rodsaldanha/arketing-campaign>, diakses pada 2 Maret 2023.
- Salsabila, M., 2017, Segmentasi Pasar dengan Metode Ensembl QROCK untuk *CLustering* Data Campuran Kategorik dan Numerik, *Skripsi*, Jurusan Matematika FMIPA UGM, Yogyakarta.
- Sofyan, H., Iqbal, M., Marzuki, & M., Muhammad, M., 2021, <https://iopscience.iop.org/article/10.1088/1757-899X/1087/1/012085>, Februari 2021, diakses 5 Mei 2023.
- Tibshirani, R., Walther, G., 2005, Cluster Validation by Prediction Strength, *Journal of Computational and Graphical Statistics*, 511-528.