

## DAFTAR PUSTAKA

- Amue Gonewa John, Abieye Horsefall, Igwe Sunny R, (2012). *Behavioral-Based Segmentation and Marketing Success: An Empirical Investigation of Fast Food Industry. European Journal of Business and Management*, ISSN 2222-1905 (Paper) ISSN 2222-2839 (Online) Vol 4, No.15, 2012
- APJII. (2019). *Infografis Penetrasi & Perilaku Pengguna Internet Indonesia Survey 2018*. Asosiasi Penyelenggara Jasa Internet Indonesia.
- Annisa Bella. (2018, 6 Desember). Mencicipi Bisnis Restoran Indonesia di 2019. *Marketeers* [online]. halaman 1. Tersedia: <https://marketeers.com> [14 Oktober 2019]
- Call Center HD KFC. (Oktober 2019). Laporan Bulanan Operasional Call Center KFC Web & Mobile Apps. Jakarta
- Chafey. (2013). *Digital Marketing: Strategy, Implementation and Practice*. Pearson Education Limited.
- Chan, C. C. (2017). Intelligent value-based customer segmentation method for campaign management: A case study of automobile retailer. *Expert Systems with Applications* 34 (2008), 2754–2762.
- Davenport, T. H. (2014). *Big Data @ Work*. Boston, Massachusetts: Harvard Business Review Press.
- Dana-Nicoleta Lascu, Lalita A. Manrai, Ajay K. Manrai, Allison Gan, (2018). A cluster analysis of tourist attractions in Spain: Natural and cultural traits and implications for global tourism. *European Journal of Management and Business Economics*, Vol. 27 Issue: 3, pp.218-230
- Eldo Christoffel Rafael. (2019, 7 Januari). Industri makanan dan minuman akan tumbuh 8%-9% tahun ini. *Kontan* [online]. Halaman 1. Tersedia: <https://industri.kontan.co.id/> [20 Oktober 2019]
- Güçdemir, H., & Selim, H. (2015). Integrating multi-criteria decision making and clustering for business customer segmentation. *Industrial Management & Data Systems*, Vol. 115 Issue: 6, 1022-1040.
- Haiying Ma, (2015). A Study on Customer Segmentation for E-Commerce Using the Generalized Association Rules and Decision Tree. *American Journal of Industrial and Business Management*, 2015, 5, 813-818
- Himani Bathla, Ms. Kavita Kathuria, (2015). Association Rule Mining: Algorithms Used. *International Journal of Computer Science and Mobile Computing*, Vol.4 Issue.6, June- 2015, pg. 271-277
- Hokey Min, Hyesung Min, Ahmed Emam, (2002). A data mining approach to developing the profiles of hotel customers. *International Journal of Contemporary Hospitality Management*, Vol. 14 Issue: 6, pp.274-285

- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis, Konvergensi Teknologi Komunikasi dan Informasi*. Bandung: Refika Aditama.
- James, G., Witten, D., Hastie, T., & Tibshirani, R. (2013). *An Introduction to Statistical Learning with Applications in R*. New York: Springer Science+Business Media.
- Kartheek. (2018, 8 Desember). *Indonesia Food Service Market-Growth, Trends and Forecasts (2019-2024)*. Mordor Intelligence [online]. Halaman 1. Tersedia: <https://www.mordorintelligence.com/> [20 Oktober 2019]
- Kotler, P., Lane Keller, K. (2016). *A Framework for Marketing Management*. (Global Edition ed.). USA: Pearson Education Limited.
- Larose, D. T., & Larose, C. D. (2015). *Data Mining and Predictive Analysis*. Hoboken, New Jersey: John Wiley & Sons, Inc.
- Lin, Ke, & Tsai, (2017). Top 10 Data Mining Techniques in Business Application: A Brief Survey. *Emerald Insight, Kybernetes, Vol. 46 Issue: 7, pp.1158-1170*
- Lorraine Charlet Annie M.C.1 and Ashok Kumar D, (2012). Market Basket Analysis for a Supermarket based on Frequent Itemset Mining. *International Journal of Computer Science Issues, Vol. 9, Issue 5, No 3, September 2012*
- Marshall, G. W., Solomon, M. R., & Stuart, E. W. (2018). *Marketing Real People, Real Choices*. Hoboken NJ: Pearson.
- Min, H., Min, H., & Emam, A. (2002). A data mining approach to developing the profiles of hotel customers.
- Min, H., Min, H., & Emam, A. (2002). A data mining approach to developing the profiles of hotel customers. *International Journal of Contemporary Hospitality Management, Vol. 14 Issue: 6, 274-285*.
- Mahmoud Mohammadian and Iman Makhani, (2016). RFM-Based customer segmentation as an elaborative analytical tool for enriching the creation of sales and trade marketing strategies. *International Academic Journal of Accounting and Financial Management Vol. 3, No. 6, 2016, pp. 21-35*
- Muhammad Aljukhadar & Sylvain Senecal, (2010). Segmenting the online consumer Market. *Marketing Intelligence & Planning Vol. 29 No. 4, 2011pp. 421-435, Emerald Group Publishing Limited 0263-450*
- Market Access Secretariat Global Analysis Report. (2016, 8 November). ASEAN Consumer Food Service (2019-2024). Euromonitor International [online]. Halaman 1. Tersedia: <https://www.euromonitor.com/> [20 Oktober 2019]
- Nesya Vanessa and Arnold Japutra, (2017). Contextual Marketing Based on Customer Buying Pattern in Grocery E-Commerce: The Case of Bigbasket.com (India). *ASEAN Marketing Journal Vol.9 No.1 June 2017*
- Peker, S., Kocyigit, A., & Eren, P. (2017). A hybrid approach for predicting customers' individual purchase behavior. *Kybernetes, Vol. 46 Issue: 10, 1614-1631*.

- PT Fast Food Indonesia. (2018). *Annual Report*. Jakarta: PT Fast Food Indonesia
- Panwad Bunnak, Sotarat Thammaboosadee, and Supaporn Kiattisin, (2015). Applying Data Mining Techniques and Extended RFM Model in Customer Loyalty Measurement. *Journal of Advances in Information Technology Vol. 6, No. 4*
- Rafalski, (2002). Using Data Mining/Data Repository Methods to Identify Marketing Opportunities in Health Care. *Emerald Insight, Journal of Consumer Marketing, Vol. 19 Issue: 7*, pp.607
- Sarvari, P. A., Ustundag, A., & Takc, H. (2016). Performance evaluation of different customer segmentation approaches based on RFM and demographics analysis. *Kybernetes, Vol. 45 Issue: 7*, 1129-1157.
- Serhat Peker, A. K. (2017). A hybrid approach for predicting customers' individual purchase behavior. *Kybernetes, Vol. 46 Issue: 10*, 1614-1631.
- Tsiptsis, K., & Chorianopoulos, A. (2009). *Data Mining Techniques in CRM: Inside Customer Segmentation*. West Sussex: John Wiley & Sons, Ltd.
- Wong, E., & Wei, Y. (2018). Customer online shopping experience data analytics: Integrated customer segmentation and customised services prediction model. *International Journal of Retail & Distribution Management, Vol. 46 Issue: 4*, 406-420.