

## DAFTAR PUSTAKA

- Alifah, R. F. N., & Fauzan, Abd. C. (2023). Implementasi Algoritma K-Means Clustering Berbasis Jarak Manhattan Untuk Klasterisasi Konsentrasi Bidang Mahasiswa. *Ilkomnika: Journal Of Computer Science And Applied Informatics*, 5(1). <https://doi.org/10.28926/Ilkomnika.V5i1.542>
- Annisa, K., Ginting, B. S., & Syar, M. A. (2022). Penerapan Data Mining Pengelompokan Data Pengguna Air Bersih Berdasarkan Keluhannya Menggunakan Metode Clustering Pada Pdam Langkat. *Jurnal Sistem Informasi Kaputama (Jsik)*, 6(2). <https://doi.org/10.59697/Jsik.V6i2.167>
- Apriyanto, B., & Sitio, S. L. M. (2025). Penerapan K-Means Dalam Menganalisis Pola Pembelian Pelanggan Pada Data Transaksi E-Commerce. *Bit-Tech*, 7(3), 790–797.
- Aribowo, & , Adelina Lubis, Hesti Sabrina. (2020). Pengaruh Loyalitas Dan Integritas Terhadap Kebijakan Pimpinan Di Pt. Quantum Training Centre Medan. *Jurnal Ilmiah Manajemen Dan Bisnis (Jimbi)*, 1(1).
- Awalina, E. F. L., & Rahayu, W. I. (2023). Optimalisasi Strategi Pemasaran Dengan Segmentasi Pelanggan Menggunakan Penerapan K-Means Clustering Pada Transaksi Online Retail. *Jurnal Teknologi Dan Informasi*, 13(2). <https://doi.org/10.34010/Jati.V13i2.10090>
- Azizah, N. (2022). Strategi Manajemen Pemasaran. *Pusdansi.Org*, 2(6).
- Buslim, N., & Iswara, R. P. (2019). Pengembangan Algoritma Unsupervised Learning Technique Pada Big Data Analysis Di Media Sosial Sebagai Media Promosi Online Bagi Masyarakat. *Jurnal Teknik Informatika*, 12(1). <https://doi.org/10.15408/Jti.V12i1.11342>
- Chao, K., Zhao, H., Xu, Z., & Cui, F. (2023). Robust Hesitant Fuzzy Partitional Clustering Algorithms And Their Applications In Decision Making. *Applied Soft Computing*, 145. <https://doi.org/10.1016/J.Asoc.2023.110212>
- Dhewayani, F. N., Amelia, D., Alifah, D. N., Sari, B. N., & Jajuli, M. (2022). Implementasi K-Means Clustering Untuk Pengelompokkan Daerah Rawan Bencana Kebakaran Menggunakan Model Crisp-Dm. *Jurnal Teknologi Dan Informasi*, 12(1). <https://doi.org/10.34010/Jati.V12i1.6674>
- Ependi, S., & Akbar, M. (2021). Implementasi Data Mining Pada Penjualan Produk Dengan Menggunakan Algoritma Apriori. *Bina Darma Conference On Computer Science*, 3(1).
- Firmansyah, D., & Dede. (2022). Teknik Pengambilan Sampel Umum Dalam Metodologi Penelitian: Literature Review. *Jurnal Ilmiah Pendidikan Holistik (Jiph)*, 1(2). <https://doi.org/10.55927/Jiph.V1i2.937>
- Goto, T., Saiki, H., & Onishi, H. (2019). Studies On Wood Gluing - Xiii: Gluability And Scanning Electron Microscopic Study Of Wood-Polypropylene Bonding. *Wood Science And Technology*, 16(4). <https://doi.org/10.1007/Bf00353157>
- Hassan, N. S., Abdulazeez, A. M., Zeebaree, D. Q., & Hasan, D. A. (2021). Medical Images Breast Cancer Segmentation Based On K-Means Clustering Algorithm: A Review. *Asian Journal Of Research In Computer Science*. <https://doi.org/10.9734/Ajrcos/2021/V9i130212>
- Janiesch, C., Zschech, P., & Heinrich, K. (2021). Machine Learning And Deep Learning. *Electronic Markets*, 31(3). <https://doi.org/10.1007/S12525-021-00475-2>

- Januzaj, Y., Beqiri, E., & Luma, A. (2023). Determining The Optimal Number Of Clusters Using Silhouette Score As A Data Mining Technique. *International Journal Of Online And Biomedical Engineering*, 19(4). <https://doi.org/10.3991/ijoe.v19i04.37059>
- Laili, U. F., Tanzeh, A., Efendi, N., & Gufron, M. (2024). K-Means Clustering Method On Academic Advising Management And Early Detection Of Student Dropout (Sequential Explanatory Mixed Method Study At Uin Sunan Ampel Surabaya And Iain Kediri). *International Journal Of Educational Research & Social Sciences*, 5(2), 335–346.
- Lin, L. A., Iswari, N. M. S., & Fredlina, K. Q. (2024). Implementasi K-Means Clustering Untuk Mengelompokan Data Murid Sebagai Acuan Dalam Menentukan Strategi Promosi (Studi Kasus: Elite Kid Courses). *Jurnal Teknologi Informasi Dan Komunikasi*, 15(2), 398–412.
- Liu, K., Xu, S., Xu, G., Zhang, M., Sun, D., & Liu, H. (2020). A Review Of Android Malware Detection Approaches Based On Machine Learning. *Ieee Access*, 8. <https://doi.org/10.1109/Access.2020.3006143>
- Liu, R. (2022). Data Analysis Of Educational Evaluation Using K-Means Clustering Method. *Computational Intelligence And Neuroscience*, 2022. <https://doi.org/10.1155/2022/3762431>
- Lubis, A. H., & Ramayana, E. (2023). A Review On Appropriateness Of Partitional Clustering Algorithms In Handling Transactional Data. *International Journal Of Research And Review*, 10(9). <https://doi.org/10.52403/ijrr.20230918>
- Mawarni, Q. I., & Budi, E. S. (2022). Implementasi Algoritma K-Means Clustering Dalam Penilaian Kedisiplinan Siswa. *Jurnal Sistem Komputer Dan Informatika (Json)*, 3(4). <https://doi.org/10.30865/Json.V3i4.4242>
- Mohd Talib, N. I., Abd Majid, N. A., & Sahran, S. (2023). Identification Of Student Behavioral Patterns In Higher Education Using K-Means Clustering And Support Vector Machine. *Applied Sciences (Switzerland)*, 13(5). <https://doi.org/10.3390/App13053267>
- Nanda, A. P., Pramono, D. E. H., & Hartati, S. (2020). Menentukan Tingkat Kepuasan Mahasiswa Terhadap Pelayanan Akademik Menggunakan Metode Algoritma K-Means. *Jurnal Sistem Informasi Dan Telematika*, 11(1).
- Normah, Rifai, B., Vambudi, S., & Maulana, R. (2022). Analisa Sentimen Perkembangan Vtuber Dengan Metode Support Vector Machine Berbasis Smote. *Jurnal Teknik Komputer Amik Bsi*, 8(2). <https://doi.org/10.31294/Jtk.V4i2>
- Ohue, M. (2023). Megadock-On-Colab: An Easy-To-Use Protein–Protein Docking Tool On Google Colaboratory. *Bmc Research Notes*, 16(1). <https://doi.org/10.1186/S13104-023-06505-W>
- Okta Jaya Harmaja1, H. H. W. S. H. S. L. (2023). Implementasi Algoritma K-Means Clustering Untuk Pengelompokan Penyakit Pasien Pada Puskesmas Pulo Brayan. *Sains Dan Teknologi*, 5.
- Rohman, N., & Wibowo, A. (2024). Perbandingan Metode K-Medoids Dan Metode K-Means Dalam Analisis Segmentasi Pelanggan Mall. *Sintech (Science And Information Technology) Journal*, 7(1), 49–58.

- Sasongko, S. R. (2021). Faktor-Faktor Kepuasan Pelanggan Dan Loyalitas Pelanggan (Literature Review Manajemen Pemasaran). *Jurnal Ilmu Manajemen Terapan*, 3(1).
- Singh, R., Reddy, R., Kapoor, V., & Churi, P. (2020). K-Means Clustering Analysis Of Crimes On Indian Women. *Journal Of Cybersecurity And Information Management (Jcim)*, 4(1), 5–25.
- Sukhdeve, Dr. S. R., & Sukhdeve, S. S. (2023). Google Colaboratory. In *Google Cloud Platform For Data Science*. [https://doi.org/10.1007/978-1-4842-9688-2\\_2](https://doi.org/10.1007/978-1-4842-9688-2_2)
- Sultan Alalawi, S. J., Mohd Shaharane, I. N., & Mohd Jamil, J. (2023). Clustering Student Performance Data Using K-Means Algorithms. *Journal Of Computational Innovation And Analytics (Jcia)*, 2(1). <https://doi.org/10.32890/jcia2023.2.1.3>
- Suraya, S., Sholeh, M., & Lestari, U. (2023). Evaluation Of Data Clustering Accuracy Using K-Means Algorithm. *International Journal Of Multidisciplinary Approach Research And Science*, 2(01). <https://doi.org/10.59653/ijmars.v2i01.504>
- Tabianan, K., Velu, S., & Ravi, V. (2022). K-Means Clustering Approach For Intelligent Customer Segmentation Using Customer Purchase Behavior Data. *Sustainability (Switzerland)*, 14(12). <https://doi.org/10.3390/su14127243>
- Yuli Mardi. (2019). Data Mining : Klasifikasi Menggunakan Algoritma C4 . 5 Data Mining Merupakan Bagian Dari Tahapan Proses Knowledge Discovery In Database ( Kdd ) . *Jurnal Edik Informatika*. *Jurnal Edik Informatika*, 2(2).
- Yunita, F. (2018). Penerapan Data Mining Menggunakan Algoritma K-Means Clustering Pada Penerimaan Mahasiswa Baru. *Sistemasi*, 7(3). <https://doi.org/10.32520/stmsi.v7i3.388>
- Zubair, M., Iqbal, M. A., Shil, A., Chowdhury, M. J. M., Moni, M. A., & Sarker, I. H. (2022). An Improved K-Means Clustering Algorithm Towards An Efficient Data-Driven Modeling. *Annals Of Data Science*. <https://doi.org/10.1007/s40745-022-00428-2>