

DAFTAR PUSTAKA

- [1] E. F. L. Awalina and W. I. Rahayu, "Optimalisasi Strategi Pemasaran dengan Segmentasi Pelanggan Menggunakan Penerapan K-Means Clustering pada Transaksi Online Retail," *J. Teknol. dan Inf.*, vol. 13, no. 2, pp. 122–137, 2023, doi: 10.34010/jati.v13i2.10090.
- [2] D. M. Alghazzawi, A. G. A. Alquraishee, S. K. Badri, and S. H. Hasan, "ERF-XGB: Ensemble Random Forest-Based XG Boost for Accurate Prediction and Classification of E-Commerce Product Review," *Sustain.*, vol. 15, no. 9, 2023, doi: 10.3390/su15097076.
- [3] A. Massaro, A. Panarese, D. Giannone, and A. Galiano, "Augmented data and Xgboost improvement for sales forecasting in the large-scale retail sector," *Appl. Sci.*, vol. 11, no. 17, 2021, doi: 10.3390/app11177793.
- [4] H. Wijaya, D. P. Hostiadi, and E. Triandini, "Meningkatkan Prediksi Penjualan Retail Xyz Dengan Teknik Optimasi Random Search Pada Model Xgboost," *SPINTER (Prosiding Semin. Has. Penelit. Inform. dan Komputer)*, vol. 1, no. 2, pp. 829–833, 2024.
- [5] S. Ben Jabeur, S. Mefteh-Wali, and J. L. Viviani, "Forecasting gold price with the XGBoost algorithm and SHAP interaction values," *Ann. Oper. Res.*, vol. 334, no. 1–3, pp. 679–699, 2021, doi: 10.1007/s10479-021-04187-w.
- [6] H. Chen, "Enterprise marketing strategy using big data mining technology combined with XGBoost model in the new economic era," *PLoS One*, vol. 18, no. 6 June, pp. 1–22, 2023, doi: 10.1371/journal.pone.0285506.
- [7] R. Siringoringo, R. Perangin-angin, and M. J. Purba, "Segmentasi Dan Peramalan Pasar Retail Menggunakan Xgboost Dan Principal Component Analysis," *METHOMIKA J. Manaj. Inform. dan Komputerisasi Akunt.*, vol. 5, no. 1, pp. 42–47, 2021, doi: 10.46880/jmika.vol5no1.pp42-47.
- [8] K. Li, "A Sales Prediction Method Based on XGBoost Algorithm Model," *BCP Bus. Manag.*, vol. 36, pp. 367–371, 2023, doi: 10.54691/bcpbm.v36i.3487.
- [9] T. Yang, "Sales Prediction of Walmart Sales Based on OLS, Random Forest, and XGBoost Models," *Highlights Sci. Eng. Technol.*, vol. 49, pp. 244–249, 2023, doi: 10.54097/hset.v49i.8513.
- [10] K. Zhou, X. Li, T. Sun, and B. Luo, "Research on Vegetable Sales Prediction and Strategy of Supermarkets Based on XGBoost and Random Forest Modeling," *Proc. - 2023 Int. Conf. Appl. Phys. Comput. ICAPC 2023*, pp. 373–378, 2023, doi: 10.1109/ICAPC61546.2023.00076.
- [11] D. M. U. Ashraf, "A Predictive Analysis of Retail Sales Forecasting using Machine Learning Techniques," *Lahore Garrison Univ. Res. J. Comput. Sci. Inf. Technol.*, vol. 6, no. 04, pp. 23–33, 2022, doi: 10.54692/lgurjcsit.2022.0604399.
- [12] P. Song and Y. Liu, "An xgboost algorithm for predicting purchasing behaviour on e-commerce platforms," *Teh. Vjesn.*, vol. 27, no. 5, pp. 1467–1471, 2020, doi: 10.17559/TV-20200808113807.
- [13] A. Roihan, P. A. Sunarya, and A. S. Rafika, "Pemanfaatan Machine Learning dalam Berbagai Bidang: Review paper," *IJCIT (Indonesian J. Comput. Inf. Technol.)*, vol. 5, no. 1, pp. 75–82, 2020, doi: 10.31294/ijcit.v5i1.7951.

- [14] Wijoyo A, Saputra A, Ristanti S, Sya'ban S, Amalia M, and Febriansyah R, "Pembelajaran Machine Learning," *OKTAL (Jurnal Ilmu Komput. dan Sci.*, vol. 3, no. 2, pp. 375–380, 2024, [Online]. Available: <https://journal.mediapublikasi.id/index.php/oktal/article/view/2305>
- [15] F. A. Mohammad, A. M. Rizki, and A. N. Sihananto, "Peramalan Tingkat Inflasi Di Indonesia Menggunakan Artificial Bee Colony Dan Xgboost," *J. Inform. dan Tek. Elektro Terap.*, vol. 12, no. 3, 2024, doi: 10.23960/jitet.v12i3.4827.
- [16] R. W. Pramesti and R. R. Izzati, "Penerapan Metode Peramalan (Forecast) Penjualan pada Dzikrayaat Business Center Ponorogo," *JAPP J. Akuntansi, Perpajakan, dan Portofolio*, vol. 2, no. 1, pp. 29–45, 2022, [Online]. Available: <http://journal.umpo.ac.id/index.php/JAPP>
- [17] S. Wardah and I. Iskandar, "Forecasting Analysis of Packaged Banana Chips Product Sales (Case Study: Home Industry Arwana Food Tembilahan)," *Ind. Eng. J.*, vol. 11, no. 3, p. 135, 2016.
- [18] Wahyu Hadi Sutiyono and Widya Setiafindari, "Analisis Penerapan Forecasting Penjualan Untuk Menentukan Jumlah Tenaga Kerja Efektif Produksi Tepung Mocaf Pada UMKM XYZ," *Jupiter Publ. Ilmu Keteknikan Ind. Tek. Elektro dan Inform.*, vol. 2, no. 4, pp. 181–194, 2024, doi: 10.61132/jupiter.v2i4.423.
- [19] A. Latif *et al.*, "ANALISIS KINERJA ALGORITMA ENSEMBLE DALAM," *J. Mhs. Tek. Inform.*, vol. 9, no. 1, pp. 557–563, 2025.
- [20] M. R. P. Putra, "Model Pembelajaran Mesin Hibridisasi RFXGB Untuk Prediksi Drop Out Siswa MOOC," *G-Tech J. Teknol. Terap.*, vol. 8, pp. 2485–2494, 2024, [Online]. Available: <https://doi.org/10.70609/gtech.v8i4.5179>
- [21] M. A. Rayadin, M. Musaruddin, R. A. Saputra, and I. Isnawaty, "Implementasi Ensemble Learning Metode XGBoost dan Random Forest untuk Prediksi Waktu Penggantian Baterai Aki," *BIOS J. Teknol. Inf. dan Rekayasa Komput.*, vol. 5, no. 2, pp. 111–119, 2024, [Online]. Available: <https://doi.org/10.37148/bios.v5i2.128>
- [22] A. A. Saputra, B. N. Sari, C. Rozikin, U. Singaperbangsa, and K. Abstrak, "Penerapan Algoritma Extreme Gradient Boosting (Xgboost) Untuk Analisis Risiko Kredit," *J. Ilm. Wahana Pendidik.*, vol. 10, no. 7, pp. 27–36, 2024, [Online]. Available: <https://doi.org/10.5281/zenodo.10960080>
- [23] S. E. Herni Yulianti, Oni Soesanto, and Yuana Sukmawaty, "Penerapan Metode Extreme Gradient Boosting (XGBOOST) pada Klasifikasi Nasabah Kartu Kredit," *J. Math. Theory Appl.*, vol. 4, no. 1, pp. 21–26, 2022, doi: 10.31605/jomta.v4i1.1792.
- [24] N. Parveen, M. Gupta, S. Kasireddy, M. S. H. Ansari, and M. N. Ahmed, "ECG based one-dimensional residual deep convolutional auto-encoder model for heart disease classification," *Multimed. Tools Appl.*, vol. 83, no. 25, pp. 66107–66133, 2024, doi: 10.1007/s11042-023-18009-7.
- [25] W. Li, Y. Yin, X. Quan, and H. Zhang, "Gene Expression Value Prediction Based on XGBoost Algorithm," *Front. Genet.*, vol. 10, no. November, pp. 1–7, 2019, doi: 10.3389/fgene.2019.01077.
- [26] C. Qin, Y. Zhang, F. Bao, C. Zhang, P. Liu, and P. Liu, "XGBoost optimized by adaptive particle swarm optimization for credit scoring," *Math. Probl.*

- Eng.*, vol. 2021, 2021, doi: 10.1155/2021/6655510.
- [27] Ary Prandika Siregar, Dwi Priyadi Purba, Jojor Putri Pasaribu, and Khairul Reza Bakara, "Implementasi Algoritma Random Forest Dalam Klasifikasi Diagnosis Penyakit Stroke," *J. Penelit. Rumpun Ilmu Tek.*, vol. 2, no. 4, pp. 155–164, 2023, doi: 10.55606/juprit.v2i4.3039.
 - [28] Marlina Haiza, Elmayati, Zulus Antoni, and Wijaya Harma Oktafia Lingga, "Penerapan Algoritma Random Forest Dalam Klasifikasi Penjurusan Di SMA Negeri Tugumulyo," *Penerapan Kecerdasan Buatan*, vol. 4, no. 2, pp. 138–143, 2023.
 - [29] Suci Amaliah, M. Nusrang, and A. Aswi, "Penerapan Metode Random Forest Untuk Klasifikasi Varian Minuman Kopi di Kedai Kopi Konijiwa Bantaeng," *VARIANSI J. Stat. Its Appl. Teach. Res.*, vol. 4, no. 3, pp. 121–127, 2022, doi: 10.35580/variansiunm31.
 - [30] M. Y. Khan, A. Qayoom, M. S. Nizami, M. S. Siddiqui, S. Wasi, and S. M. K. U. R. Raazi, "Automated Prediction of Good Dictionary EXamples (GDEX): A Comprehensive Experiment with Distant Supervision, Machine Learning, and Word Embedding-Based Deep Learning Techniques," *Complexity*, vol. 2021, 2021, doi: 10.1155/2021/2553199.
 - [31] Muhammad Dzul Asmi Alhamdi, Herman, and Wistiani Astuti, "Peramalan Kebutuhan Obat Menggunakan XGBoost Studi Kasus pada Rumah Sakit XYZ," *Indones. J. Comput. Sci.*, vol. 12, no. 5, pp. 2757–2764, 2023, doi: 10.33022/ijcs.v12i5.3344.
 - [32] D. Chicco, M. J. Warrens, and G. Jurman, "The coefficient of determination R-squared is more informative than SMAPE, MAE, MAPE, MSE and RMSE in regression analysis evaluation," *PeerJ Comput. Sci.*, vol. 7, pp. 1–24, 2021, doi: 10.7717/PEERJ-CS.623.
 - [33] R. B. Seran, E. Sundari, and M. Fadhila, "Strategi Pemasaran yang Unik: Mengoptimalkan Kreativitas dalam Menarik Perhatian Konsumen," *J. Mirai Manag.*, vol. 8, no. 1, pp. 206–211, 2023, [Online]. Available: <https://journal.stieamkop.ac.id/index.php/mirai/article/download/4054/2644>
 - [34] F. Yolanda and J. Dwiridhotjahjono, "Strategi Pemasaran dalam Meningkatkan Penjualan Antena HDF Surabaya," *Value J. Manaj. dan Akunt.*, vol. 16, no. 1, pp. 231–239, 2021, doi: 10.32534/jv.v16i1.1841.
 - [35] F. Setyaningsih, "Analisis Strategi Bauran Pemasaran Terhadap Peningkatan Pelanggan Pada Lembaga Rafi Bimbel Tangerang," *JMB J. Manaj. dan Bisnis*, vol. 10, no. 1, pp. 221–230, 2021, doi: 10.31000/jmb.v10i1.4233.
 - [36] M. Z, M. Z. Zainuddin, and M. K. Saputra, "Strategi Pemasaran Untuk Meningkatkan Penjualan Pada Usaha Umkm Sederhana," *Sultra J. Econ. Bus.*, vol. 3, no. 2, pp. 132–149, 2022, doi: 10.54297/sjeb.vol3.iss2.338.

Halaman ini sengaja dikosongkan