

DAFTAR PUSTAKA

- [1] PR News Release, “Indonesia Foodservice Market Size, Trends & Key Restraints Report.”
- [2] Kementerian Perdagangan Republik Indonesia, “Wamendag Tegaskan RI Perlu Manfaatkan Transformasi Digital, Khususnya untuk Perdagangan.”
- [3] C. Maulidi, A. Dwicaksono, A. F. Aritenang, and H. Winarso, “Food service spatial pattern after the emergence of online retail,” *Journal of Infrastructure, Policy and Development*, vol. 8, no. 4, 2024, doi: 10.24294/jipd.v8i4.3005.
- [4] S. Muharni and S. Andriyanto, “Penentuan Pola Penjualan Menggunakan Algoritma Apriori,” *Digital Transformation Technology*, vol. 4, no. 1, pp. 60–71, Mar. 2024, doi: 10.47709/digitech.v4i1.3679.
- [5] A. Fazjrul, C. Ifmaini, J. Tji Beng, and N. J. Perdana, “ANALISIS DESKRIPTIF DAN DETEKSI OUTLIER PADA DATA PENJUALAN PRODUK DI MARKETPLACE: STUDI KASUS TOKO XYZ DESCRIPTIVE ANALYSIS AND OUTLIER DETECTION OF E-COMMERCE TRANSACTIONS: ORDER AMOUNT, QUANTITY AND SHIPPING FEE,” *Journal of Information Technology and Computer Science (INTECOMS)*, vol. 8, no. 6, 2025.
- [6] V. A. Wong, M. A. Fadhiilah, D. A. Santoso, L. R. Setyorini, A. A. A. Amrani, and Y. T. Mursityo, “Marketing Optimization: Purchase Data-Based Customer Segmentation Decision Support System,” *MATICS: Jurnal Ilmu Komputer dan Teknologi Informasi (Journal of Computer Science and Information Technology)*, vol. 17, no. 1, pp. 1–4, Mar. 2025, doi: 10.18860/mat.v17i1.24274.
- [7] F. M. Khoiriyyah, H. Suhendar, and Y. Maulana, “Transaction Segmentation of Supermarket Sales Data for Retail Decision Support Using K-Means Clustering,” *Journal of Intelligent Systems Technology and Informatics*, vol. 2, no. 1, pp. 45–50, 2026, doi: 10.64878/jistics.v2i1.145.

- [8] D. W. E. Prasetyo and C. Fibriani, "Vegetable Sales Transaction Segmentation using K-Means Clustering for Sales Strategy Optimization," *SISTEMASI*, vol. 15, no. 8, 2026.
- [9] N. F. Fahrudin and R. Rindiyani, "Comparison of K-Medoids and K-Means Algorithms in Segmenting Customers based on RFM Criteria," in *E3S Web of Conferences*, EDP Sciences, Feb. 2024. doi: 10.1051/e3sconf/202448402008.
- [10] S. Ika Murpratiwi, I. Gusti Agung Indrawan, and A. Aranta, "ANALISIS PEMILIHAN CLUSTER OPTIMAL DALAM SEGMENTASI PELANGGAN TOKO RETAIL," *Jurnal Pendidikan Teknologi dan Kejuruan*, vol. 18, no. 2, 2021.
- [11] D. Cheng, Y. Zhang, and R. Jin, "Careful Seeding for k-Medoids Clustering with Incremental k-Means++ Initialization," Dec. 2024, [Online]. Available: <http://arxiv.org/abs/2207.02404>
- [12] A. Sheta, M. Braik, H. Al-Hiary, and S. Mirjalili, "Improved versions of crow search algorithm for solving global numerical optimization problems," *Applied Intelligence*, vol. 53, no. 22, pp. 26840–26884, Nov. 2023, doi: 10.1007/s10489-023-04732-z.
- [13] N. Sureja, B. Chawda, and A. Vasant, "An improved K-medoids clustering approach based on the crow search algorithm," *Journal of Computational Mathematics and Data Science*, vol. 3, Jun. 2022, doi: 10.1016/j.jcmds.2022.100034.
- [14] B. Mudumba and M. F. Kabir, "Mine-first association rule mining: An integration of independent frequent patterns in distributed environments," *Decision Analytics Journal*, vol. 10, Mar. 2024, doi: 10.1016/j.dajour.2024.100434.
- [15] A. P. Ritonga, S. Z. Harahap, and M. Masrizal, "Comparative Analysis of Incoming Goods Patterns Using FP-Growth and Apriori Algorithms: A Case Study in Retail," *Journal of Computer Networks, Architecture and High Performance Computing*, vol. 7, no. 3, pp. 1007–1020, Aug. 2025, doi: 10.47709/cnahpc.v7i3.6776.

- [16] D. Dwiputra, A. Mulyo Widodo, H. Akbar, and G. Firmansyah, "Evaluating the Performance of Association Rules in Apriori and FP-Growth Algorithms: Market Basket Analysis to Discover Rules of Item Combinations," *Journal of World Science*, vol. 2, no. 8, pp. 1229–1248, Aug. 2023, doi: 10.58344/jws.v2i8.403.
- [17] T. L. Afandi, B. Warsito, and R. Santoso, "IMPLEMENTASI K-MEDOIDS DAN MODEL WEIGHTED-LENGTH RECENCY FREQUENCY MONETARY (W-LRFM) UNTUK SEGMENTASI PELANGGAN DILENGKAPI GUI R," *Jurnal Gaussian*, vol. 11, no. 3, pp. 429–438, Jan. 2023, doi: 10.14710/j.gauss.11.3.429-438.
- [18] G. Nurcahya, A. Wibowo, and D. Kristanto, "Perbandingan Kinerja Algoritma K-Means dan K-Medoids Dalam Klasterisasi Jumlah Tindak Pidana Kejahatan Berbasis Wilayah Kepolisian Daerah", [Online]. Available: <https://doi.org/10.31598>
- [19] R. Hidayati, A. Zubair, A. Hidayat Pratama, L. Indana, P. Studi Sistem Informasi, and F. Teknologi Informasi, "Analisis Silhouette Coefficient pada 6 Perhitungan Jarak K-Means Clustering Silhouette Coefficient Analysis in 6 Measuring Distances of K-Means Clustering," 2021.
- [20] S. Suraya, M. Sholeh, and U. Lestari, "Evaluation of Data Clustering Accuracy using K-Means Algorithm," *International Journal of Multidisciplinary Approach Research and Science*, vol. 2, no. 01, pp. 385–396, Dec. 2023, doi: 10.59653/ijmars.v2i01.504.
- [21] C. S. Yang and C. G. Kang, "Group-Wise Listen-Before-Talk Protocol for Dynamic Spectrum Sharing: A New Framework for Full Frequency Reuse," *IEEE Access*, vol. 8, pp. 47021–47033, 2020, doi: 10.1109/ACCESS.2020.2978497.
- [22] G. Nurcahya, A. Wibowo, and D. Kristanto, "Perbandingan Kinerja Algoritma K-Means dan K-Medoids Dalam Klasterisasi Jumlah Tindak Pidana Kejahatan Berbasis Wilayah Kepolisian Daerah", [Online]. Available: <https://doi.org/10.31598>

- [23] M. D. Salman *et al.*, “Perbandingan Kinerja Algoritma Clustering K-Means dan K-Medoids dalam Pengelompokan Sekolah di Provinsi Riau Berdasarkan Ketersediaan Sarana dan Prasarana,” *MALCOM: Indonesian Journal of Machine Learning and Computer Science*, vol. 5, no. 3, pp. 797–806, Jun. 2025, doi: 10.57152/malcom.v5i3.1950.
- [24] E. Luthfi, A. Wahyu Wijayanto, and P. Statistika, “Analisis perbandingan metode hirearchical, k-means, dan k-medoids clustering dalam pengelompokkan indeks pembangunan manusia Indonesia,” no. 4, pp. 761–773, 2021, [Online]. Available: <http://journal.feb.unmul.ac.id/index.php/INOVASI>
- [25] M. Ramadhan *et al.*, “PERBANDINGAN ALGORITMA K-MEANS, K-MEDOID, DAN DBSCAN UNTUK CLUSTERING KUALITAS HIDUP INDONESIA DALAM PERSPEKTIF KNOWLEDGE MANAGEMENT DAN DATA DISCOVERY,” 2025.
- [26] D. Anggraini and M. S. Hasibuan, “Initial Centroid Pada Algoritma K-Means Dan K-Medoids-Devita Anggraini et.al Initial Centroid Pada Algoritma K-Means Dan K-Medoids,” vol. 07, 2025, doi: 10.54209/jatilima.v7i03.1615.
- [27] J. Tri Kumalasari, A. Merdekawati, P. Studi Sistem Informasi, and F. Teknologi Informasi, “Ciptaan disebarluaskan di bawah Lisensi Creative Commons Atribusi 4.0 Internasional. KLAUSTERISASI PELANGGAN BERDASARKAN PERILAKU KONSUMEN MENGGUNAKAN K-MEANS,” *Journal of Information System, Applied, Management, Accounting and Research*, vol. 9, no. 4, pp. 2598–8700, 2025, doi: 10.52362/jisamar.v9i4.2124.
- [28] A. Ayu, D. Sulistyawati, and M. Sadikin, “SISTEMASI: Jurnal Sistem Informasi Penerapan Algoritma K-Medoids untuk Menentukan Segmentasi Pelanggan.” [Online]. Available: <http://sistemasi.ftik.unisi.ac.id>
- [29] I. Rahmatillah, I. D. Sudirman, and O. O. Sharif, “Unveiling Consumer Behavior Patterns Using K-Medoids and Association Rule: A Study on a Medium-Sized Grocery Store,” in *Proceedings of the 2023 International*

- Conference on Digital Business and Technology Management (ICONDBTM)*, 2023, pp. 979–986, IEEE Doc. No. 10327325.
- [30] Y. Chen, Z. Ye, B. Gao, Y. Wu, X. Yan, and X. Liao, “A Robust Adaptive Hierarchical Learning Crow Search Algorithm for Feature Selection,” *Electronics (Switzerland)*, vol. 12, no. 14, Jul. 2023, doi: 10.3390/electronics12143123.
- [31] A. Meddeb, N. Amor, M. Abbes, and S. Chebbi, “A novel approach based on crow search algorithm for solving reactive power dispatch problem,” *Energies (Basel)*, vol. 11, no. 12, Dec. 2018, doi: 10.3390/en11123321.
- [32] T. Wang, C. Zhang, A. He, and W. Dong, “Overview of Crow Search Algorithm,” in *Journal of Physics: Conference Series*, Institute of Physics, Apr. 2022. doi: 10.1088/1742-6596/2258/1/012017.
- [33] R. Ranjan and J. Chhabra, “Automatic Data Clustering using Dynamic Crow Search Algorithm,” *EAI Endorsed Transactions on Context-aware Systems and Applications*, p. 173982, May 2022, doi: 10.4108/eai.17-5-2022.173982.
- [34] R. Hidayati, A. Zubair, A. Hidayat Pratama, L. Indana, P. Studi Sistem Informasi, and F. Teknologi Informasi, “Analisis Silhouette Coefficient pada 6 Perhitungan Jarak K-Means Clustering Silhouette Coefficient Analysis in 6 Measuring Distances of K-Means Clustering,” 2021.
- [35] S. Suraya, M. Sholeh, and U. Lestari, “Evaluation of Data Clustering Accuracy using K-Means Algorithm,” *International Journal of Multidisciplinary Approach Research and Science*, vol. 2, no. 01, pp. 385–396, Dec. 2023, doi: 10.59653/ijmars.v2i01.504.
- [36] I. Firman Ashari, E. Dwi Nugroho, R. Baraku, I. N. Yanda, and R. Liwardana, “Analysis of Elbow, Silhouette, Davies-Bouldin, Calinski-Harabasz, and Rand-Index Evaluation on K-Means Algorithm for Classifying Flood-Affected Areas in Jakarta,” 2023. [Online]. Available: <http://jurnal.polibatam.ac.id/index.php/JAIC>
- [37] M. D. Kartikasari, “Self-Organizing Map Menggunakan Davies-Bouldin Index dalam Pengelompokan Wilayah Indonesia Berdasarkan Konsumsi Pangan,”

- Jambura Journal of Mathematics*, vol. 3, no. 2, pp. 187–196, Jul. 2021, doi: 10.34312/jjom.v3i2.10942.
- [38] S. Karnila, A. Rizkyandi, and R. Kurniawan, “MARKET BASKET ANALYSIS ON TRANSACTION DATA USING THE APRIORI ALGORITHM,” *Technology Acceptance Model) Jurnal TAM*, vol. 13, no. 1, 2022, [Online]. Available: <https://ojs.stmikpringsewu.ac.id/index.php/JurnalTam/index>
- [39] F. S. Saad, N. Azizah, and Z. Yani, “Penerapan Algoritma Apriori untuk Menentukan Pola Permintaan Bahan Makanan Berdasarkan Data Transaksi,” *Jurnal Pustaka AI (Pusat Akses Kajian Teknologi Artificial Intelligence)*, vol. 5, no. 2, pp. 388–397, Aug. 2023, doi: 10.55382/jurnalpustakaai.v5i2.1181.
- [40] I. D. Hunyadi, N. Constantinescu, and O. A. Țicleanu, “Efficient Discovery of Association Rules in E-Commerce: Comparing Candidate Generation and Pattern Growth Techniques,” *Applied Sciences (Switzerland)*, vol. 15, no. 10, May 2025, doi: 10.3390/app15105498.
- [41] L. Zahrotun and A. F. I. Robbani, “Penerapan Algoritma Eclat untuk Menemukan Pola Asosiasi Antar Barang di Aneka Sandang Collection,” *JRST (Jurnal Riset Sains dan Teknologi)*, vol. 7, no. 1, p. 37, Mar. 2023, doi: 10.30595/jrst.v7i1.15298.
- [42] A. I. Idris *et al.*, “Comparison of Apriori, Apriori-TID and FP-Growth Algorithms in Market Basket Analysis at Grocery Stores,” *The IJICS (International Journal of Informatics and Computer Science)*, vol. 6, no. 2, p. 107, Jul. 2022, doi: 10.30865/ijics.v6i2.4535.
- [43] Happy Informatics, “Data Mining Association Rule: FP-Growth,” Youtube. Accessed: Feb. 08, 2026. [Online]. Available: <https://www.youtube.com/watch?v=KGirGbsRkVY>
- [44] Happy Informatics, “Data Mining Association Rule dengan Apriori,” Youtube. Accessed: Feb. 08, 2026. [Online]. Available: <https://www.youtube.com/watch?v=4AZvCzsJLtc>

- [45] D. Lee, J. Kim, S. Shon, and S. Lee, “An advanced crow search algorithm for solving global optimization problem,” *Applied Sciences*, vol. 13, no. 11, p. 6628, 2023, doi: 10.3390/app13116628.
- [46] Arumeilia, H. Firmansyah, and W. Arsiyani, “Evaluasi Performa Algoritma FP-Growth Berdasarkan Variasi Parameter Minimum Support dan Confidence pada Dataset Groceries,” *Jurnal Dinamika Informatika*, vol. 15, no. 1, pp. 97–111, Mar. 2026.

Halaman ini sengaja dikosongkan