DAFTAR PUSTAKA

[1] G. F. Wulandari, "Segmentasi Pelanggan Menggunakan Algoritma K-Means Untuk Customer Relationship Mnaagement (CRM) Pada Hijab Mulan".

[2] M. Nazir, Metode Penelitian, Jakarta: Ghalia Indonesia, 2003.

[3] T. Sutabri, Sistem Informasi Manajemen, Yogyakarta: Andi, 2009.

[4] G. A. AW, "Blogs ITB," 5 Oktober 2012. [Online]. Available: http://blogs.itb.ac.id/degunk/crm-customer-relationship-management/. [Diakses 6 Oktober 2015].

[5] E. Budiarjo, "Kesamaan Antara Front-CRM dan Dynamic-CRM sebagai Customer Relationship Management Framework," *Sesindo,* 2008.

[6] M. Xu dan J. Walton, "Gaining Customer Knowledge Through Analytical CRM," *Industrial Management & Data System,* vol. 105, pp. 955-977, 2005.

[7] K. Tsiptsis dan A. Chorianopoulos, "Data Mining Techniques in CRM; inside Customer Segmentation," *Wiley,* 2009.

[8] S. Maulana, 5 Proyek Populer SMS Gateway, Jakarta: PT ELEX MEDIA KOMPUTINDO, 2015.

[9] Uceo, Universitas Ciputra Surabaya, 14 Juli 2014. [Online]. Available: http://www.ciputra-uceo.net/blog/2015/7/14/segmentasi-pasar-beserta-pengelompokan-dan-contoh. [Diakses 21 Oktober 2015].