DAFTAR PUSTAKA

Wahono, R.S., & Dharwiyanti, S. 2003, *Pengantar Unified Modeling Language (UML)*, Ilmukomputer.com.

Gupta Sunil, dkk., *Modeling Customer Lifetime Value*. Sage Publications. Journal of Service Research, Volume 9, No. 2, November 2006 139-155, 2006

Budiardjo, Eko K., Wira Perdana, *FrontCRM: A Framework based On Theory CRM: Penerapannya Pada Toko Buku Berskala UKM*, Seminar Nasional Aplikasi Teknologi Informasi 2008 (SNATI 2008), Yogyakarta, 21 Juni 2008

Park, Chung-Hoon, Young-Gul Kim, *A Framework of Dynamic CRM: Linking Marketing with Information Strategy*, Business Process Management Journal, Vol. 9, No. 5, pp.652-671, 2003

Pepper. D & Roger, M. 2001. *Managing Customer Relationship : A Strategic Framework*. Carlson Marketing Group

Buttle Francis. 2004. *Customer Relationship Management (Management Hubungan Pelanggan) Concept and Tools*. Bayu Media Publishing

Arief, M.Rudianto. 2011. *Pemrograman Web Dinamis Menggunakan Php dan Mysql*. Yogyakarta: ANDI.

Sutabri Tata. 2005. *Sistem Informasi Manajemen*. Yogyakarta: Andi.

Kumar, V. 2008. Managing Customers for Profit. Pearson Education, Inc. New Jersey.

Jogiyanto HM. 2005. *Analisis & Desain, Ed ke-III*. Yogyakarta. Andi Offset.

Agusta, Yudi. 2007. *K-Means – Penerapan, Permasalahan dan Metode Terkait* STMIK STIKOM BALI. Denpasar. Bali

Tjiptono, F & Diana, A. 2015. *Pelanggan Puas? Tak Cukup!*. Yogyakarta. Andi.