

DAFTAR PUSTAKA

- [1] M. D. Samudra, N. L. P. Febiyanti, and ..., "Analisis Pola Pembelian dan Penjualan Bisnis Menggunakan Algoritma Apriori dalam Studi Market Basket," *Digit. ...*, vol. 1, no. 2, 2023, [Online]. Available: <https://journal.universitasbumigora.ac.id/index.php/income/article/view/3182%0Ahttps://journal.universitasbumigora.ac.id/index.php/income/article/download/3182/1443>
- [2] H. Penelitian, D. Pengabdian, K. Masyarakat, I. Fahmi, R. Fachruddin, and V. Silvia, "Analisis E-Business pada Keputusan Kewirausahaan Bisnis Digital (Sebuah Kajian Literatur Studi)," *Pros. Semin. Nas. Kewirausahaan*, vol. 1, no. 1, pp. 71–75, 2019, [Online]. Available: <http://jurnal.umsu.ac.id/index.php/snk/article/view/3583>
- [3] L. Indah Prahartiwi, S. Informasi, S. Nusa Mandiri, J. Damai No, and W. Jati Barat Jakarta Selatan DKI Jakarta, "Pencarian Frequent Itemset pada Analisis Keranjang Belanja Menggunakan Algoritma FP-Growth," *Inf. Syst. Educ. Prof.*, vol. 2, no. 1, pp. 1–10, 2017.
- [4] M. M. Hlaing, "ECLAT based market basket analysis for electronic showroom," *Int. J. Adv. Res. Dev.*, vol. 4, no. 7, pp. 25–28, 2019, [Online]. Available: www.IJARND.com
- [5] M. Badrul, "Algoritma Asosiasi Dengan Algoritma Apriori Untuk Analisa Data Penjualan," *J. Pilar Nusa Mandiri*, vol. XII, no. 2, pp. 121–129, 2016, [Online]. Available: <http://ejournal.nusamandiri.ac.id/index.php/pilar/article/view/266>
- [6] Syafina Dwi Arinda & Sulastri, "Implementasi Data Mining Menggunakan Algoritma Eclat," *Pros. SINTAK*, pp. 388–391, 2017.
- [7] R. N. Muafiyah, L., Nuringwahyu, S., & Hardati, "Pengaruh Penempatan Produk di Kasir dan Sales Person terhadap Impluse Buying (Studi pada Konsumen Alfamart Jl. Tlogomas III Lowokwaru Malang)," *JIAGABI (Jurnal Ilmu Adm. Niaga/Bisnis)*, vol. 10, no. 2, pp. 352–359, 2021.
- [8] M. I. Bunga, "Pengaruh layout toko terhadap minat pembelian impulsif: Study kasus pada Hosana Mart Maulafa Kota Kupang," *J. Bisnis Manaj.*, vol. 6, no. 2, pp. 35–39, 2021.
- [9] A. F. Widyan, A., & Rozi, "PENDAHULUAN PT XYZ merupakan perusahaan yang bergerak dalam industri peternakan dengan fokus utama sebagai perusahaan jual-beli yang menyediakan sarana produksi peternakan (sapronak), yang meliputi berbagai macam OVK (Obat- obatan , Vaksin , dan Kimia ,)" vol. 3, no. 2, pp. 395–411, 2021.
- [10] H. Tao, X. Sun, X. Liu, J. Tian, and D. Zhang, "The Impact of Consumer Purchase

Behavior Changes on the Business Model Design of Consumer Services Companies Over the Course of COVID-19,” *Front. Psychol.*, vol. 13, no. March, pp. 1–14, 2022, doi: 10.3389/fpsyg.2022.818845.

- [11] T. Tlapana, “The Impact of Store Layout on Consumer Buying Behaviour: A Case of Convenience Stores from a Selected Township in Kwazulu Natal,” *Int. Rev. Manag. Mark.*, vol. 11, no. 5, pp. 1–6, 2021, doi: 10.32479/irmm.11583.
- [12] Y. L. R. Rehatalanit, “Peran E-Commerce Dalam Pengembangan Bisnis,” *J. Teknol. Ind.*, vol. 5, no. e-commerce, pp. 1–8, 2021, [Online]. Available: <https://journal.universitassuryadarma.ac.id/index.php/jti/article/view/764>
- [13] V. N. Budiyasari, P. Studi, T. Informatika, F. Teknik, U. Nusantara, and P. Kediri, “Implementasi Data Mining Pada Penjualan kacamata Dengan Menggunakan Algoritma Apriori,” *Indones. J. Comput. Inf. Technol.*, vol. 2, no. 2, pp. 31–39, 2017.
- [14] W. Z. Nilam Ramadhani^{*}, Abd. Wahab Syahroni¹, Arin Supikar¹, “Penerapan Market Basket Analysis Menggunakan Metode Multilevel Association Rules dan Algoritma ML _ T2L1 Pada Data Order PT . Unirama,” vol. 2, 2020.
- [15] A. A. R. A. I. D. Hamengkubudi, “Implementasi Metode Algoritma Apriori Untuk Menemukan Association Rules Data Obat Di Rumah Sakit Port Medical Center Jakarta,” *eProceedings ...*, vol. 7, no. 2, pp. 7096–7103, 2020, [Online]. Available: <https://openlibrarypublications.telkomuniversity.ac.id/index.php/engineering/article/view/12702%0Ahttps://openlibrarypublications.telkomuniversity.ac.id/index.php/engineering/article/download/12702/12428>
- [16] L. Samboteng, Rulinawaty, M. R. Kasmad, M. Basit, and R. Rahim, “Market Basket Analysis of Administrative Patterns Data of Consumer Purchases Using Data Mining Technology,” *J. Appl. Eng. Sci.*, vol. 20, no. 2, pp. 339–345, 2022, doi: 10.5937/jaes0-32019.
- [17] M. Qisman, R. Rosadi, and A. S. Abdullah, “Market basket analysis using apriori algorithm to find consumer patterns in buying goods through transaction data (case study of Mizan computer retail stores),” *J. Phys. Conf. Ser.*, vol. 1722, no. 1, 2021, doi: 10.1088/1742-6596/1722/1/012020.
- [18] P. Marga, “JTIM : Jurnal Teknologi Informasi dan Multimedia Implementasi Chatbot Sebagai Virtual Assistant di Universitas,” vol. 4, no. 2, pp. 133–148, 2022.
- [19] Desrika Heryati, “Universitas Indo Global Mandiri,” vol. 8, no. October, p. 2017, 2017.
- [20] E. D. Sigalingging, “Pengaruh Customer Behavior Terhadap E-Commerce Dan Pasar Modern Di Medan Tuntungan,” *Mega Akt. J. Ekon. dan Manaj.*, vol. 9, no. 1, p. 55, 2020, doi: 10.32833/majem.v9i1.109.
- [21] L. Jia, L. Xiang, and X. Liu, “An Improved Eclat Algorithm Based on Tissue-Like,”

pp. 1–15, 2019.

- [22] W. Hartanto, K. Sulistyadi, and H. Sawiji, “Pengembangan Sistem Manajemen Metode Data Mining Market Basket Analysis Untuk Menentukan Pola Tata Letak Produk (Umkm Retail Assalam Hypermarket Surakarta) Surakarta),” *J. Pendidik. Insa. Mandiri*, vol. 1, no. 2, p. 13871, 2014.
- [23] S. Rahman *et al.*, *Python : Dasar Dan Pemrograman Berorientasi Objek*. 2023.
- [24] M. N. M. Al-Faruq, S. Nur’aini, and M. H. Aufan, “Perancangan Ui/Ux Semarang Virtual Tourism Dengan Figma,” *Walisongo J. Inf. Technol.*, vol. 4, no. 1, pp. 43–52, 2022, doi: 10.21580/wjit.2022.4.1.12079.