# DAFTAR PUSTAKA

B Davis, Gordon. (2012), *Management information system* , edisi ke 4,Blackwell Publishing ,London

Han, Jiawei., Kamber, M., & Pei, J. (2012). *Data Mining Concepts and Techniques*. Brintish Library: USA

Kotler dan keller (2009), *Manajemen Pemasaran*, Jilid I, Edisi ke 13, Erlangga:Jakarta.

Larose, T. Daniel, (2005), *Discovering Knowledge In Data, An Introduction to Data Mining,*John Wiley & Sons, Inc:New Jersey

Neuman W, Lawrance. (2014),*Social Reasearch Method :Qualitative and Quantitative Approaches.*Edisi Ke-7, Pearson/AandB :Boston

North, Matthew,Bijlani Nivedita (2012), *Data Mining For The Masses*, Edisi ke 2, Cengage: Canada

O'Brien, J. A., & Marakas, G. M. (2013), *Introduction To Information Systems*, Edisi ke16, New York: McGraw-Hill.

Satzinger, John W, T. et al (2012), *Introduction to Systems Analysis and Design an Agile, Iterative Approach,* Edisi ke-6, Cengage: Canada.

Vina Mandasari (2011) ,Skripsi *Analisis Kepuasan Konsumen Terhadap Restoran Cepat Saji Melalui Pendekatan Data Mining: Studi Kasus XYZ ,*Universitas Sriwijaya

Hartono ,M Jogiyanto(2008), *Metodologi Penelitian Sistem Informasi ,*edisi ke 1,Penerbit Andi.

Kusrini, (2007),*Konsep dan Aplikasi system pendukung keputusan,*edusu ke 1, Penerbit ke Andi.