

DAFTAR PUSTAKA

- Carter, Jim. 2002. *Developing E-commerce System*. New Jersey : Prentice Hall.
- Davis, Gordon. 1995. *Sistem Informasi Manajemen*, Jakarta: PT. Pustaka Binaman Pressindo.
- Dyche, Jill. 2002. *The CRM Handbook: A Business Guide to Customer Relationship Management*. USA : Addison - Wesley.
- Fowler, Martin. 2004. *UML Distilled Third Edition*, New Jersey : Pearson Education.
- Hariyanto, Bambang. 2004. *Sistem Manajemen Basis Data*. Bandung: Penerbit Informatika.
- Hurwitz, Dan., Jesse Liberty. 2003. *Programming ASP.NET, 2nd Edition*. USA: O' Reilly Media Inc.
- Kalakota, Ravi dan Robinson Marcia. 2001. *E-Business 2.0 Roadmap For Success*. USA : Addison – Wesley.
- Kamakura, Wagner A., Michel Wedel, Fernando de Rosa dan Jose A. Mazzon. 2003. *Cross-selling Through Database Marketing: A Mixed Data Factor Analyzer for Data Augmentation and Prediction*. Amsterdam : Elsevier.
- Kotler, Philip. 1997. *Manajemen Pemasaran : Analisis Perencanaan, Implementasi dan Kontrol*. Jakarta: Erlangga.
- Kotler, Philip. 2009. *Manajemen Pemasaran*. Jakarta : Erlangga.
- Kusrini dan Luthfi, E.T. 2009. *Algoritma Data Mining*. Yogyakarta: Andi Offset.
- Margianti, E.S. 1994. *Pengantar Sistem Informasi Bisnis*. Jakarta: STI&K
- Satzinger, John W., Robert B. Jackson dan Stephen D. Burd. 2006. *System Analysis and Design in a Changing World*. USA : Cengage Learning.
- Strauss, Judy dan Raymond Frost. 2001. *E-Marketing*. New Jersey: Prantice Hall Inc.