

## DAFTAR PUSTAKA

- [1] S. R. Pressman, Rekayasa Piranti Lunak Pendekatan Praktisi, Yogyakarta: Andi, 1997.
- [2] R. A.S. and M. Shalahuddin, Rekayasa Perangkat Lunak, Bandung: Modula, 2011.
- [3] P. Kotler, G. Amstrong, L. Harris and P. N. F. Piercy , Principles of Marketing, 2013.
- [4] B. Raharjo, Belajar Otodidak - Membuat Database Menggunakan MySQL, Bandung: Informatika Bandung, 2011.
- [5] E. Turban, Electronic Commerce A managerial Perspective, New Jersey: Prentice Hal, 2004.
- [6] E. Peelen, Management, Customer Relationship, Netherlands: Financial Times Press, 2005.
- [7] J. O'Brien and G. Marakas, Management Information Systems, 2010.
- [8] R. K. Rainer and C. Cegielski, Introduction to Information Systems, 2012.
- [9] M. Cohen, Exploiting response models - optimizing cross-sell and up-sell, Information Systems, 2004.
- [10] Z. Tang and J. MacLennan, Data Mining with SQL Server 2005, Indianapolis, 2005.
- [11] Novrina, "Association rule," 7 3 2015. [Online]. Available: <http://novrina.staff.gunadarma.ac.id/Downloads/files/21100/Association>. [Accessed 7 3 2015].
- [12] A. F. H., Analisa Dan Perancangan Sistem Informasi Untuk Keunggulan Bersaing dan Organisasi Modern, Yogyakarta: Andi, 2007.
- [13] S. R. Pressman, Software Engineering : A Practitioner's Approach, 2010.
- [14] J. M. Hartono, Analisis dan Desain Sistem Informasi, Yogyakarta, Central Java: Andi, 2000.

- [15] E. Utami and R. S, Relation Database Manajemen Sistem Dengan PostgreSQL di GNU/Linux, Yogyakarta: ANDI, 2006.
- [16] A. Nugroho, Rekayasa Perangkat Lunak Berorientasi Objek dengan Metode USDP, Yogyakarta: C.V ANDI OFFSET, 2010.
- [17] D. Cruse and L. Jordan, "HTML5 Multimedia Development Cookbook," Packt Publishing, 2011.
- [18] P. E, Pemrograman Web : Pemrograman PHP & MySQL, Penerbit Graha Ilmu, 2008.
- [19] C. J and S. K, JQuery : Learning jQuery, Third Edition, Birmingham: Penerbit PACKT, 2007.
- [20] Andi and W. Komputer, Panduan Praktis Menguasai Pemrograman Web, Andi dan Wahana Komputer, 2009.

