DAFTAR PUSTAKA

Amalia, N., & Adnan, F. (2016). *Costumer Profiling Dari Produk Asuransi Dengan Menggunakan Metode K-Means Manhattan Distance*. (x), 1–15.

Christy, A. J., Umamakeswari, A., Priyatharsini, L., & Neyaa, A. (2021). RFM ranking – An effective approach to customer segmentation. *Journal of King Saud University - Computer and Information Sciences*, *33*(10), 1251–1257. https://doi.org/10.1016/j.jksuci.2018.09.004

Dehaye e di Loi, P.-O. e di M. (2018). If Data Is The New Oil, When Is The Extraction of Value From Data Unjust? *Philosophy and Public Issues - Filosofia E Questioni Pubbliche*, (July 2018).

Dhillon, R., & Kaur, S. (2012). Review Paper on e-Business & CRM. *International Journal*.

Experian. (2016). *The Art of Customer Experience*. 1–178. Retrieved from http://www.experian.co.uk/assets/marketing-services/white-papers/wp-the-art-of-customer-profiling.pdf

Fleerackers, T., & Bilgeri, N. (2020). *Artificial Intelligence Improving CRM, Sales and Customer Experience*.

Gil-Gomez, H., Guerola-Navarro, V., Oltra-Badenes, R., & Lozano-Quilis, J. A. (2020). Customer relationship management: digital transformation and sustainable business model innovation. *Economic Research-Ekonomska Istrazivanja*, *33*(1), 2733–2750. https://doi.org/10.1080/1331677X.2019.1676283

Gustriansyah, R., Suhandi, N., & Antony, F. (2019). Clustering optimization in RFM analysis based on k-means. *Indonesian Journal of Electrical Engineering and Computer Science*, *18*(1), 470–477. https://doi.org/10.11591/ijeecs.v18.i1.pp470-477

Ingrand, F., & Ghallab, M. (2014). Robotics and artificial intelligence: A perspective on deliberation functions. *AI Communications*, *27*(1), 63–80. https://doi.org/10.3233/AIC-130578

Jipkate, B. R., & Gohokar, V. V. (2012). " A Comparative Analysis of Fuzzy C-

Means Clustering and K Means Clustering Algorithms ." *International Journal of Computational Engineering Research*, *2*(3), 737–739.

Kayser, V., Nehrke, B., & Zubovic, D. (2018). Data Science as an Innovation Challenge: From Big Data to Value Proposition. *Technology Innovation Management Review*, *8*(3), 16–25. https://doi.org/10.22215/timreview/1143

Kim, M., Eun Park, J., Dubinsky, A. J., & Chaiy, S. (2012). Frequency of CRM implementation activities: a customer-centric view. *Journal of Services Marketing*, *26*(2), 83–93. https://doi.org/10.1108/08876041211215248

Mario, A., Herry, S., & Nasution, H. (2016). Pemilihan Distance Measure Pada K-Means Clustering Untuk Pengelompokkan Member Di Alvaro Fitness. *Jurnal Sistem Dan Teknologi Informasi*, *1*(1), 1–6.

Otter, D. W., Medina, J. R., & Kalita, J. K. (2021). A Survey of the Usages of Deep Learning for Natural Language Processing. *IEEE Transactions on Neural Networks and Learning Systems*, *32*(2), 604–624. https://doi.org/10.1109/TNNLS.2020.2979670

Paliouras, K., & Siakas, K. V. (2017). Social Customer Relationship Management: A Case Study. *International Journal of Entrepreneurial Knowledge*, *5*(1), 20–34. https://doi.org/10.1515/ijek-2017-0002

Pedregosa, F., Varoquaux, G., Gramfort, A., Michel, V., Thirion, B., Grisel, O., … Perrot, M. (2011). Scikit-learn: Machine Learning in Python Pedregosa, Varoquaux, Gramfort et al. *Journal of Machine Learning Research*, *12*, 2825–2830. Retrieved from http://scikit-learn.org.

Roihan, A., Abas Sunarya, P., & Rafika, A. S. (2019). IJCIT (Indonesian Journal on Computer and Information Technology) Pemanfaatan Machine Learning dalam Berbagai Bidang: Review paper. *IJCIT (Indonesian Journal on Computer and Information Technology)*, *5*(1), 75–82.

Sabuncu, I., Turkan, E., & Polat, H. (2020). *CUSTOMER SEGMENTATION AND PROFILING WITH RFM*. *5*(1), 22–36.

Seetharam, K., Raina, S., & Sengupta, P. P. (2020). The Role of Artificial Intelligence in Echocardiography. *Current Cardiology Reports*, *22*(9). https://doi.org/10.1007/s11886-020-01329-7

Sudriyanto. (2017). *CLUSTERING LOYALITAS PELANGGAN DENGAN METODE RFM (RECENCY, FREQUENCY, MONETARY) DAN FUZZY C-MEANS*. 815–822.

What is CRM process? 5 steps + main components. (n.d.). Retrieved April 26, 2022, from https://www.zendesk.com/blog/crm-process/

What is Speech Recognition? | IBM. (n.d.). Retrieved April 16, 2022, from https://www.ibm.com/cloud/learn/speech-recognition