

DAFTAR PUSTAKA

- [1] C. Tenopir *et al.*, “Data sharing, management, use, and reuse: Practices and perceptions of scientists worldwide,” *PLoS One*, vol. 15, no. 3, 2020, doi: 10.1371/journal.pone.0229003.
- [2] G. Santoro, F. Fiano, B. Bertoldi, and F. Ciampi, “Big data for business management in the retail industry,” *Management Decision*, vol. 57, no. 8, pp. 1980–1992, Sep. 2019, doi: 10.1108/MD-07-2018-0829.
- [3] alfamart, “tentang perusahaan Alfamart struktur organisasi dan pemegang saham,” PT Sumber Alfaria Trijaya, Tbk. Accessed: Apr. 06, 2025. [Online]. Available: <https://alfamart.co.id/Tentang-Perusahaan/Struktur-Organisasi-Dan-Pemegang-Saham>
- [4] J. Sun and C. K. Reddy, “Big data analytics for healthcare,” *International Journal of Advanced Research in Science, Communication and Technology*, pp. 1525–1525, Oct. 2013, doi: 10.1145/2487575.2506178.
- [5] M. Ismail, M. M. Ibrahim, Z. M. Sanusi, and M. Nat, “Data Mining in Electronic Commerce: Benefits and Challenges,” *International Journal of Communications, Network and System Sciences*, vol. 08, no. 12, pp. 501–509, 2015, doi: 10.4236/ijcns.2015.812045.
- [6] C. Galkaduwa and N. Ranasinghe, “Data Science and Its Importance in Decision,” *International Journal of Food and Nutritional Sciences*, vol. 11, no. ISS7, 2023, doi: 10.48047/ijfans/v11/iss7/334.
- [7] X. Wang and J. Huang, “Enterprise Decision-Making and Analysis Based on E-Commerce Data Mining,” *Wirel Commun Mob Comput*, vol. 2022, 2022, doi: 10.1155/2022/9493775.
- [8] Global Loyalty Indonesia, “About gli,” gli.id. Accessed: Apr. 07, 2025. [Online]. Available: <https://gli.id/about-gli>
- [9] Alfamart, “Sejarah Kami (Alfamart),” Alfamart.Co.Id. Accessed: Apr. 06, 2025. [Online]. Available: <https://alfamart.co.id/tentang-perusahaan/sejarah>