

DAFTAR PUSTAKA

- [1] Reni Erina, "Pertumbuhan Ritel Nasional 2023 Diprediksi Menyentuh 4 hingga 4,2 Persen," RMOL BISNIS. Accessed: Oct. 17, 2025. [Online]. Available: <https://rmol.id/bisnis/read/2023/11/16/597513/pertumbuhan-ritel-nasional-2023-diprediksi-menyentuh-4-hingga-4-2-persen>
- [2] Bank Indonesia, "Survei Penjualan Eceran November 2025: Penjualan Eceran Diprakirakan Meningkat," Bank Indonesia. Accessed: Jan. 21, 2026. [Online]. Available: https://www.bi.go.id/id/publikasi/ruang-media/news-release/Pages/sp_2729825.aspx
- [3] UNCTAD, "COVID-19 boost to e-commerce sustained into 2021, new UNCTAD figures show," unctad.org. Accessed: Mar. 06, 2026. [Online]. Available: <https://unctad.org/news/covid-19-boost-e-commerce-sustained-2021-new-unctad-figures-show>
- [4] F. Badorf and K. Hoberg, "The impact of daily weather on retail sales: An empirical study in brick-and-mortar stores," *Journal of Retailing and Consumer Services*, vol. 52, Jan. 2020, doi: 10.1016/j.jretconser.2019.101921.
- [5] C. Deng *et al.*, "Retail Commodity Sales Prediction: A Prophet-LightGBM Combined Machine Learning Approach," in *Advances in Transdisciplinary Engineering*, IOS Press BV, Apr. 2025, pp. 150–157. doi: 10.3233/ATDE250122.
- [6] S. Montazeri, A. Tamaddoni, S. Stakhovych, and M. Ewing, "Empirical decomposition of customer responses to discount coupons in online FMCG retailing," *Journal of Retailing and Consumer Services*, vol. 58, Jan. 2021, doi: 10.1016/j.jretconser.2020.102340.
- [7] R. McColl, R. Macgilchrist, and S. Rafiq, "Estimating cannibalizing effects of sales promotions: The impact of price cuts and store type," *Journal of Retailing and Consumer Services*, vol. 53, Mar. 2020, doi: 10.1016/j.jretconser.2019.101982.
- [8] X. Zheng, "A Hybrid LSTM-Prophet Model for Sales Forecasting and Inventory Optimization in E-Commerce Time Series," *Informatica*, vol. 50, no. 5, Feb. 2026, doi: 10.31449/inf.v50i5.12638.
- [9] R. Winurputra and D. E. Ratnawati, "Peramalan Penjualan Produk Menggunakan Extreme Gradient Boosting (XGBoost) dan Kerangka Kerja CRISP-DM untuk Pengoptimalan Manajemen Persediaan (Studi Kasus: UB Mart)," *Jurnal Teknologi Informasi dan Ilmu Komputer*, vol. 12, no. 2, pp. 417–428, Apr. 2025, doi: 10.25126/jtiik.2025129451.
- [10] H. Wei and Q. Zeng, "Research on sales Forecast based on XGBoost-LSTM algorithm Model," in *Journal of Physics: Conference Series*, IOP Publishing Ltd, Feb. 2021. doi: 10.1088/1742-6596/1754/1/012191.
- [11] M. Sholeh, U. Lestari, and D. Andayati, "Hyperparameter Optimization Using Grid Search and Random Search to Improve the Performance of Prediction Models with Decision Trees," *Jurnal Riset Multidisiplin dan Inovasi Teknologi*, vol. 3, no. 03, pp. 453–464, Nov. 2025, doi: 10.59653/jimat.v3i03.2025.
- [12] A. M. Shimaoka, R. C. Ferreira, and A. Goldman, "Leveraging XP and CRISP-DM for Agile Data Science Projects," May 2025, doi: 10.24018/ejece.2025.9.4.739.

- [13] O. O. Mustapha and Dr. T. Sithole, "Forecasting Retail Sales using Machine Learning Models," *American Journal of Statistics and Actuarial Sciences*, vol. 6, no. 1, pp. 35–67, Apr. 2025, doi: 10.47672/ajsas.2679.
- [14] I. Khalid, J. Ahmad, and S. Mustafa, "E-Commerce Sales Forecasting by Comparing LSTM, SARIMA, and XGBoost Models JOURNAL OF EMERGING TECHNOLOGY AND DIGITAL TRANSFORMATION," no. Vol. 4 No. 3 (2025): Journal of Emerging Technology and Digital Transformation, Sep. 2025, [Online]. Available: <https://journalofemergingtechnologyanddigitaltransformation.com>
- [15] H. R. Nur, M. Simanjuntak, and B. Sartono, "Evaluasi Lingkungan dan Situasi Ritel Modern dengan ImportancePerformance Analysis untuk Meningkatkan Niat Pembelian Ulang," *Matrik: Jurnal Manajemen, Strategi Bisnis dan Kewirausahaan*, vol. 14, no. 1, p. 43, Jun. 2019, doi: 10.24843/matrik:jmbk.2020.v14.i01.p05.
- [16] OECD, "Key messages COVID-19 and the retail sector: impact and policy responses," Jun. 2020. Accessed: Mar. 06, 2026. [Online]. Available: https://www.oecd.org/en/publications/covid-19-and-the-retail-sector-impact-and-policy-responses_371d7599-en.html
- [17] S. Mansur *et al.*, "Sales forecasting for retail stores using hybrid neural networks and sales-affecting variables," *PeerJ Comput. Sci.*, vol. 11, p. e3058, Sep. 2025, doi: 10.7717/peerj-cs.3058.
- [18] S. Ma, R. Fildes, and T. Huang, "Demand forecasting with high dimensional data: The case of SKU retail sales forecasting with intra- and inter-category promotional information," *Eur. J. Oper. Res.*, vol. 249, no. 1, pp. 245–257, Feb. 2016, doi: 10.1016/j.ejor.2015.08.029.
- [19] L. Burg, G. Gürses-Tran, R. Madlener, and A. Monti, "Comparative analysis of load forecasting models for varying time horizons and load aggregation levels," *Energies (Basel)*, vol. 14, no. 21, Nov. 2021, doi: 10.3390/en14217128.
- [20] L. Xu, "Modeling Holiday Effect on Retail Demand Forecasting: A Systematic Review," Jan. 12, 2026. doi: 10.20944/preprints202601.0840.v1.
- [21] A. Bin Tayyab and M. F. Nasim, "WALMART SALES PREDICTION BY USING MACHINE LEARNING ALGORITHMS," Oct. 2024. Accessed: Apr. 14, 2026. [Online]. Available: <https://www.semanticscholar.org/paper/Walmart-Sales-Prediction-By-Using-Machine-Learning-Tayyab/62c5b39691e3c34fac3f25d93610b89e86a7d645>
- [22] F. E. N. Saputro and F. S. Nugraha, "Prediksi Penjualan Kopi Berdasarkan Cuaca Menggunakan Association Rule dan Algoritma FP Growth," *Jurnal Ilmiah Media Sisfo*, vol. 17, no. 1, pp. 1–8, Apr. 2023, doi: 10.33998/mediasisfo.2023.17.1.724.
- [23] S. Dimitrov, R. Y. Chenavaz, and O. Escobar, "Accounting for Climate When Determining the Impact of Weather on Retail Sales," *Businesses*, vol. 3, no. 3, pp. 489–506, Sep. 2023, doi: 10.3390/businesses3030030.
- [24] Tamilarasan Kannadasan, "Deep Learning based Seasonality and Trend Detection in Sales Forecasting," *International Journal of Data Informatics and Intelligent Computing*, vol. 4, no. 2, pp. 16–29, Apr. 2025, doi: 10.59461/ijdiic.v4i2.170.
- [25] L. Fabrianto, N. M. Faizah, J. H. Prasetyo, B. S. Prakoso, and G. Wiharso, "Aturan Asosiasi Antar Item Terjual pada Data Penjualan Minimarket Milik

- Komunitas di Hari Besar Tertentu Menggunakan Algoritma Apriori,” vol. 9, no. 2, pp. 208–215, 2021, doi: 10.30871/jaemb.v9i2.3621.
- [26] Sindi, Z. Abidin, Kuswanto, and M. Ikhlas, “The Influence of Promotion Strategies on the Sales Level of Food Products at Kedai JAM,” *Zabags International Journal of Economy*, vol. 3, no. 2, pp. 252–260, Aug. 2025, doi: 10.61233/zijec.v3i2.114.
- [27] E. S. Solano and C. M. Affonso, “Solar Irradiation Forecasting Using Ensemble Voting Based on Machine Learning Algorithms,” *Sustainability (Switzerland)*, vol. 15, no. 10, May 2023, doi: 10.3390/su15107943.
- [28] R. Naz, B. Jamil, and H. Ijaz, “Machine Learning, Deep Learning, and Hybrid Approaches in Real Estate Price Prediction: A Comprehensive Systematic Literature Review,” Jun. 28, 2024, *Pakistan Academy of Sciences*. doi: 10.53560/PPASA(61-2)863.
- [29] I. Putu *et al.*, “Hyperparameter Analysis of an LSTM Model for Product Sales Forecasting,” *Sistem Kendali & Jaringan) E-ISSN*, vol. 5, no. 1, pp. 2808–3520, 2025, doi: 10.58982/krisnadana.v5i1.952.
- [30] S. Huang and L. Zhou, “A Residual-Corrected Hybrid ARIMA–CNN–LSTM Framework for High-Accuracy Tobacco Sales Forecasting in Regulated Markets,” *International Journal of Computational Intelligence Systems*, vol. 18, no. 1, Dec. 2025, doi: 10.1007/s44196-025-00930-4.
- [31] A. Mollasalehi and A. Farhadi, “Solar and Wind Power Forecasting: A Comparative Review of LSTM, Random Forest, and XGBoost Models,” Sep. 2025, [Online]. Available: <http://arxiv.org/abs/2509.24059>
- [32] F. Guo *et al.*, “Citation: A Hybrid Stacking Model for Enhanced Short-Term Load Forecasting,” 2024, doi: 10.3390/electronics.
- [33] F. P. Simamora, R. Purba, and M. F. Pasha, “Optimisasi Hyperparameter BiLSTM Menggunakan Bayesian Optimization untuk Prediksi Harga Saham,” *Jambura Journal of Mathematics*, vol. 7, no. 1, pp. 8–13, Jan. 2025, doi: 10.37905/jjom.v7i1.27166.
- [34] A. Alnaqbi, W. Zeiada, and G. Al-Khateeb, “A hybrid machine learning method of support vector regression with particle swarm optimization for predicting IRI in continuously reinforced concrete pavement,” *Journal of Engineering and Applied Science*, vol. 72, no. 1, Dec. 2025, doi: 10.1186/s44147-025-00706-9.
- [35] A. A. Dash and E. McBean, “Prophet-Based Artificial Intelligence Versus Seasonal Auto-Regressive Models for Flood Forecasting with Exogenous Variables,” *Water (Switzerland)*, vol. 17, no. 24, Dec. 2025, doi: 10.3390/w17243551.
- [36] R. Yunis, “Hybridization Model for Air Pollution Prediction Using Time Series Data,” *COGITO Smart Journal*, vol. 10, no. 1, 2024, doi: <https://doi.org/10.31154/cogito.v10i1.619.422-435>.
- [37] R. Yunis, T. H. F. Harumy, and S. Efendi, “EVALUATING DEEP LEARNING ARCHITECTURES FOR CO2 EMISSIONS FORECASTING: TCN, LSTM, AND HYBRID APPROACHES WITH HYPERPARAMETER OPTIMIZATION,” *Eastern-European Journal of Enterprise Technologies*, vol. 5, no. 10, pp. 20–32, 2025, doi: 10.15587/1729-4061.2025.331523.
- [38] S. Diaz *et al.*, “A hybrid LSTM-XGBoost model with residual correction for air quality prediction using SSA,” *Air Qual. Atmos. Health*, vol. 18, no. 12, pp. 3991–4008, Dec. 2025, doi: 10.1007/s11869-025-01867-5.

- [39] M. Milli, "Designing a residual-enhanced hybrid Prophet–LSTM framework for urban air pollution forecasting in Beijing," *Sci. Rep.*, vol. 15, no. 1, Dec. 2025, doi: 10.1038/s41598-025-27510-y.
- [40] P. Lu *et al.*, "An improved stacking-based model for wave height prediction," *Electronic Research Archive*, vol. 32, no. 7, pp. 4543–4562, 2024, doi: 10.3934/ERA.2024206.
- [41] T. Mazibuko and K. Akindeji, "Hybrid Forecasting for Energy Consumption in South Africa: LSTM and XGBoost Approach," *Energies (Basel)*, vol. 18, no. 16, Aug. 2025, doi: 10.3390/en18164285.
- [42] A. Güler, A. Musa, M. Tarım, O. Saraç, and M. Göktürk, "Forecasting Restaurant Sales with the Sensitivity of Weather Conditions and Special Days Using Facebook Prophet," *Journal of Data Applications*, vol. 0, no. 2, pp. 15–30, Jun. 2024, doi: 10.26650/joda.1450459.
- [43] M. Faizan Tahir, K. Mehmood, M. Aamir, A. Wali Khan University Mardan, and P. Rizwan Raheem Ahmed, "The comparative analysis of SARIMA, Facebook Prophet, and LSTM for road traffic injury prediction in Northeast China." doi: 10.3389/fpubh.2022.946563.
- [44] U. Azmi, Z. N. Hadi, and S. Soraya, "ARDL METHOD: Forecasting Data Curah Hujan Harian NTB," *Jurnal Varian*, vol. 3, no. 2, pp. 73–82, May 2020, doi: 10.30812/varian.v3i2.627.
- [45] D. Chicco, M. J. Warrens, and G. Jurman, "The coefficient of determination R-squared is more informative than SMAPE, MAE, MAPE, MSE and RMSE in regression analysis evaluation," *PeerJ Comput. Sci.*, vol. 7, pp. 1–24, 2021, doi: 10.7717/PEERJ-CS.623.
- [46] W. Nursahid, B. I. Nugroho, and S. Syefudin, "Optimalisasi Preprocessing Data Menggunakan Pendekatan CRISP-DM untuk Meningkatkan Kualitas Klasifikasi Penyakit Jantung," *RIGGS: Journal of Artificial Intelligence and Digital Business*, vol. 4, no. 3, pp. 3621–3626, Aug. 2025, doi: 10.31004/riggs.v4i3.2514.
- [47] F. Liu, N. Ding, G. Zheng, and J. Xu, "Carbon emission prediction and reduction analysis of wastewater treatment plants based on hybrid machine learning models," *Environmental Engineering Research*, vol. 30, no. 2, Apr. 2025, doi: 10.4491/eer.2024.403.
- [48] A. Doğan, "TIME SERIES-BASED DEMAND FORECASTING: A COMPARATIVE ANALYSIS OF HOLT-WINTERS, SARIMA, AND PROPHET MODELS ON RETAIL INVENTORY DATA," Jun. 2025. doi: 10.46928/%t%cusbe.1725584.
- [49] A. Khumaidi, I. A. Nirmala, and H. Herwanto, "Forecasting of Sales Based on Long Short Term Memory Algorithm with Hyperparameter," in *2021 International Seminar on Machine Learning, Optimization, and Data Science, ISMODE 2021*, Institute of Electrical and Electronics Engineers Inc., 2022, pp. 201–206. doi: 10.1109/ISMODE53584.2022.9743079.
- [50] H. A. I. El-Azab, R. A. Swief, N. H. El-Amary, and H. K. Temraz, "Seasonal electric vehicle forecasting model based on machine learning and deep learning techniques," *Energy and AI*, vol. 14, Oct. 2023, doi: 10.1016/j.egyai.2023.100285.
- [51] N. Urooj, L. Asif, and Z. Jabin, "Bitcoin Price Forecasting: A Comparative Study of Machine Learning, Statistical and Deep Learning Models," Apr. 2024. doi: 10.33411/ijist/202462396412.

- [52] B. Wang and A. B. M. Zain, “A Hybrid XGBoost-LSTM Framework for Supply Chain Demand Forecasting: Empirical Evidence from Retail Multi-Store Data,” *Journal of Cultural Analysis and Social Change*, pp. 4056–4073, Dec. 2025, doi: 10.64753/jcasc.v10i4.3736.

