REFERENCES

[1] Agrawal, R., & Srikant, R. (1994). Fast Algorithms for Mining Association Rules. Proceedings of the 20th International Conference on Very Large Data Bases, 487-499.

[2]Li, J., Luo, L., Yang, C., & Zhang, M. (2020). Personalized Service Recommendation Based on Apriori Algorithm. Information Processing & Management, 57(5), 102316.

[3]Gupta, S., Shah, M., & Borah, S. B. (2019). Service Bundling Strategies: A Literature Review and Future Research Directions. Journal of Service Theory and Practice, 29(5), 690-719.

[4]Zhao, J. L., Leeflang, P. S. H., & de Ruyter, K. (2017). Can the Big Five Compete? Asymmetric Reactions to Service Bundles. Journal of Marketing Research, 54(6), 869-886.

[5]Albers, S., Alcántara-Pilar, J. M., & Skiera, B. (2015). Customized Bundle Pricing for Service Industries. Journal of Marketing Research, 52(5), 654-669.

[6]Jaishree Singh, Hari Ram, Dr. J. S. Sodhi (2013) Improving Efficiency of Apriori Algorithm Using Transaction Reduction

[7] Research and Case Analysis of Apriori Algorithm Based on Mining Frequent Item-Sets(Xiao, 2022)

[8] Research on parallelization of Apriori algorithm in association rule mining - ScienceDirect

[9] Implementation of Apriori Algorithm for Analysis of Consumer Purchase Patterns6

[10] Apriori Algorithm for the Data Mining of Global Cyberspace Security Issues for Human Participatory Based on Association Rules - Frontiers12

[11]An Efficient Healthcare Data Mining Approach Using Apriori Algorithm: A Case Study of Eye Disorders in Young Adults - MDPI16

[12]View of Implementation of Apriori Algorithm in Determining The Level of Printing Needs - seaninstitute.org