

Daftar Pustaka

- [1] Japkowicz, Nathalie., Stephen, Shaju., 2002, *The class imbalance problem: A systematic study*, University of Ottawa.
- [2] Alpaydin, Ethem., 2010, *Introduction to Machine Learning*, Massachusetts Institute of Technology.
- [3] Brandusoiu, Ionut., Todorean, Gavril., 2013, *Churn Prediction in the Telecommunications Sector Using Support Vector Machines*, Technical University of Cluj-Napoca.
- [4] Markham, Kevin., 2014, “Simple guide to confusion matrix terminology.”, [online], Available: <http://www.dataschool.io/simple-guide-to-confusion-matrix-terminology/> [Diakses 22 Oktober 2016].
- [5] “Introduction to Support Vector Machines.”, [online], Available: http://docs.opencv.org/2.4/doc/tutorials/ml/introduction_to_svm/introduction_to_svm.html [Diakses 22 Oktober 2016].
- [6] Fletcher, T., 2009, *Support Vector Machines Explained*, University College London.
- [7] Canale, A., Lunardon, N., 2014, *Churn Prediction in Telecommunications Industry. A Study Based on Bagging Classifiers*, Italy.
- [8] Rahman, M. M., Davis, D. N., 2013, *Addressing the Class Imbalance Problem in Medical Datasets*, *International Journal of Machine Learning and Computing*.
- [9] Raschka S., 2014, “About Feature Scaling and Normalization.” [online], Available: http://sebastianraschka.com/Articles/2014_about_feature_scaling.html [Diakses 17 Juli 2017].
- [10] Pozzolo, Andrea D., Caelen, O., Bontempi, G., 2012, *Comparison of balancing techniques for unbalanced datasets*, *Universite' Libre De Bruxelles, Belgium*.
- [11] Shaaban, E., Helmy, Y., Khedr, A., Nasr, M., 2012, *A Proposed Churn Prediction Model*, *Helwan University, Egypt*.
- [12] Xie, Y., Li, Xiu., Ngai, E. W. T., Ying, W., 2009, *Customer churn prediction using improved balanced random forests*, *The Hong Kong Polytechnic University, Hong Kong*.
- [13] Idris, A., Khan, A., 2014, *Ensemble based Efficient Churn Prediction Model for Telecom*, *The University of Poonch Rawalakot, Pakistan*.
- [14] Permatasari, Yuliana., 2016, *Penanganan Masalah Kelas Tidak Seimbang Dengan RUSBoost dan Underbagging*, *Institut Pertanian Bogor, Indonesia*.
- [15] Dalinina, Ruslana., 2017, “The challenges of building a predictive churn model.”, [online], Available: <https://www.datascience.com/blog/predictive-churn-modeling-challenges> [Diakses 5 Juli 2017].

- [16] 2014, “*SPSS Tutorials: Pearson Correlation Tutorial*”, *Kent State University Libraries*, [online], Available: <http://libguides.library.kent.edu/SPSS/PearsonCorr> [Diakses 17 Juli 2017].
- [17] Burez, J., Van den Poel, D., 2009, *Handling class imbalance in customer churn prediction*, *Ghent University, Belgium*.
- [18] Kumar, D. A., Ravi, V., 2008, *Predicting credit card customer churn in banks using data mining*, *India*.
- [19] Farquad, M. A. H., Ravia, V., Raju, S. B., 2014, *Churn Prediction using Comprehensible Support Vector Machine: an Analytical CRM Application*.
- [20] Guo-en, X., Wei-dong, J., 2008, *Model of Customer Churn Prediction on Support Vector Machine*, *China*.
- [21] Breimann, L., 1996, *Bagging Predictors*, *University of California*.
- [22] Yekkehkhany, B., Safari, A., Homayouni, S., Hasanlou, M., 2014, *A Comparison Study of Different Kernel Function for SVM-based Classification of Multi-temporal Polarimetry SAR Data*, *Tehran, Iran*.