

DAFTAR PUSTAKA

- Agusta, Yudi. (2007). K-Means – Penerapan, Permasalahan dan Metode Terkait. Bali. Jurnal Sistem dan Informatika Vol. 3 (Pebruari 2007), 47-60
- Agrawal, D. (2014). Analytics based decision making. Journal of Indian Business Research, 6(4), 332-340. doi:10.1108/JIBR-09-2014-0062
- Brooks, C., and Thompson, C. (2017). Preditive Modelling in Teaching and Learning. Handbook of learning Analytics, 61-62.
- Chapman, P., Clinton, J., Kerber, R., Khabaza, T., Reinartz, T., Shearer, C., and Wirth, R. (2000). CRISP-DM 1.0 Step-by-step data mining guide. SPSS Inc. Dipetik 2018
- Chaffey, Dave. (2002). Digital Business and e-commerce Management, Pearson
- Kumar, S. P. (2013, Jul-Aug). Prediction of Consumer Purchase Decision using Demographic Variables: A Study with Reference to Premium Car. IOSR Journal of Business and Management, 117-120. Dipetik March 1, 2018
- Goldsmith, R. E. (1999). The personalised marketplace: beyond the 4Ps. Marketing Intelligence and Planning, 17(4), 178-185. doi:10.1108/02634509910275917
- Goldsmith, R. E., and Freiden, J. B. (2004). Have it your way: consumer attitudes toward. Marketing Intelligence and Planning, 22(2), 228-239. doi:10.1108/02634500410525887
- Grottrup, Soren., and W. T. (2016). Data Mining with SPSS Theory, Exercises and Solutions. Berlin, Germany: Springer International Publishing Switzerland. doi:10.1007/978-3-319-28709-6
- Hassouna, M., Tarhini, A., Elyas, T., and Abou Trab, M. S. (2015, May 25). Customer Churn in Mobile Markets: A Comparison of Techniques. International Business Research, 8(6), 224-237. doi:10.5539/ibr.v8n6p224
- Hosmer, D. W., and Lemeshow, S. (2000). Applied Logistic Regression (second ed.). Canada: John Wiley and Sons, Inc.

- Indrawati, P. (2015). *Metode Penelitian Manajemen dan Bisnis Konvergensi Teknologi Komunikasi dan Informasi*. (D. Sumayyah, Penyunt.) Bandung, Jawa Barat, Indonesia: PT Refika Aditama.
- Joanne Peng, C.-Y., Lee, K. L., and Ingersoll, G. M. (2002). An Introduction to Logistic Regression Analysis and Reporting. *The Journal of Educational Research*. Dipetik March 10, 2018
- Kotler, P., Armstrong, G., Saunders, J., and Wong, V. (1999). *Principle of Marketing* (Second European Edition ed.). New Jersey, USA: Prentice Hall Europe. Dipetik March 18, 2018
- Kotler, Philip., and Keller K. L. 2006. *Marketing Management*. New Jersey. Pearson Education, Inc
- Kotu, V., and Desphande, B. P. (2015). *Predictive Analytics and Data Mining*. Waltham, USA: Elsevier Inc.
- Larose, D., and Larose, C. (2015). *Data Mining and Predictive Analytics* (second ed.). New Jersey, Canada: John Wiley and Sons, Inc.
- Lee, E.-B., Kim, J., and Lee, S.-G. (2017). Predicting customer churn in mobile industry. *Industrial Management and Data Systems*, 117(1), 90-109. doi:10.1108/IMDS-12-2015-0509
- Lin, W.-C., Ke, S.-W., and Tsai, C.-F. (2017). Top 10 Data Mining Techniques in Business Application: A Brief Survey. *Kybernetes*, 46(7), 1158-1170. doi:10.1108/K-10-2016-0302
- Massis, B. E. (2012). Using predictive analytics in the library. *New Library World*, 113(9/10), 491-494. doi:10.1108/03074801211273957
- Nie, G., Rowe, W., Zhang, L., Tian, Y., and Shi, Y. (2011). Credit card churn forecasting by logistic regression and decision tree. *Expert Systems with Application*. doi:10.1016/j.eswa.2011.06.028
- Nisbet, R., Elder, J., and Miner, G. (2009). *Handbook of Statistical Analysis and Data Mining Application*. California, USA: Elsevier Inc. Dipetik March 16, 2018
- PT Telekomunikasi Selular. (2018, March 13). Diambil kembali dari <https://www.telkomsel.com/about-us/investor-relations>

- Shen, A. (2014). Recommendations as personalized marketing: insights from customer experiences. *Journal of Services Marketing*, 28(5), 414-427. doi:10.1108/JSM-04-2013-0083
- Vesanen, J. (2005). What is personalization? A literature review and framework. Helsinki, Finland: HSE Print.
- Wikipedia. Segmenting-targeting-positioning. [Online] Available at: <https://en.wikipedia.org/wiki/Segmenting-targeting-positioning>