

Abstract

Customer Relationship Management (CRM) is a business strategy that is oriented to the customer, with the aim of maximizing corporate profits and customer satisfaction. One of CRM application is Churn Prediction. Churn happens when customers decided to exit from a provider and switch to another provider or disloyalty of customers. Churn prediction can be processed by Data Mining technique. Data Mining technique that can be used to Churn Prediction is classification technique. Classification is a process of learning a function maps each record of x attribute to class y which has been previously defined. Classification techniques that used to Churn prediction are Logistic Regression and Decision Tree methods. Building a model by Logistic Regression is based on Logistic Regression equations and curves, while on Decision Tree is based on Decision Tree. Total data in this research are 10000 records. The number of data attributes used to Churn prediction on Logistic Regression and Decision Tree are five attributes. That are bills, subscription times, the average of interferences, the used packet, and the amount of products used. The result of Decision Tree has better performance than Logistic Regression with 94.42% of accuracy rate and 0.064 second of time. While the result of performance Logistic Regression method is 80.73% of accuracy rate and a 0,935 second of time. The further research showed the best performance of Decision Tree method uses one attribute namely bill.

Keywords: *Churn Prediction, Data Mining, Classification, Logistic Regression, Decision Tree.*