

## DAFTAR PUSTAKA

- Bahari, F., & Elaydion, S. (2014). An Efficient CRM-Data Mining Framework for the Prediction of Customer Behavior. *International Conference on Information and Communication Technologies (ICICT 2014)*.
- Baragoïn, Corimne, Christian, M. A., Stephan, B., Graham, B., Jleun, L., & Christoph, S. (2001). *Mining your Own Business in Telecoms Using DB2 Intelligent Miner for Data, International Business Machines*.
- Chapman, P., Clinton, J., Kerber R, Khabaza, T., Reinarts, T., Shearer, C., & Wirth, R. (2000). *CRISP-DM 1.0 Step-by-step datamining guide*. SPSS Inc.
- Chapman, P., Clinton, J., Kerber, R., Khabaza, T., Reinartz, T., Shearer, C., & Wirth, R. (2000). *CRISP-DM 1.0 Step-by-step data mining guide*. SPSS Inc. Retrieved 2018
- Goldsmith, R. E. (1999). The personalised marketplace: beyond the 4Ps. *Marketing Intelligence & Planning*, 17(4), 178-185.  
doi:10.1108/02634509910275917
- Goldsmith, R. E., & Freiden, J. B. (2004). Have it your way: consumer attitudes toward. *Marketing Intelligence & Planning*, 22(2), 228-239.  
doi:10.1108/02634500410525887
- Govindaraju et al. (n.d.). *Perancangan Sistem Prediksi Churn Pelanggan PT.Telekomunikasi Seluler dengan memanfaatkan Proses Data Mining*.
- Gretha, & Kumari. (2012). *Analysis of Churn behavior of consumers in Indian telecom sector*.
- Hasouna, M., Tarhini, A., Elyas, T., & Saeed Abou Trab, M. (n.d.). *Customer Churn in Mobile Markets : A Comparison of Techniques*.
- Hosmer, D. W., & Lemeshow, S. (2000). *Applied Logistic Regression* (second ed.). Canada: John Wiley & Sons, Inc.
- Indrawati, P. (2015). *Metode Penelitian Manajemen dan Bisnis Konvergensi Teknologi Komunikasi dan Informasi*. (D. Sumayyah, Ed.) Bandung, Jawa Barat, Indonesia: PT Refika Aditama.
- Indrawati, P. (2015). *Metode Penelitian Manajemen dan Bisnis Konvergensi Teknologi Komunikasi dan Informasi*. (D. Sumayyah, Ed.) Bandung, Jawa Barat, Indonesia: PT Refika Aditama.

- Joanne Peng, C.-Y., Lee, K. L., & Ingersoll, G. M. (2002). An Introduction to Logistic Regression Analysis & Reporting. *The Journal of Educational Research*. Retrieved March 10, 2018
- Keith J. Tuckwell, M. J. (2016). *Think Marketing*. Canada: Pearson Canada Inc.
- Keputusan Direktur Perseroan PT. Telekomunikasi Selular nomor 010/HR.03/HC-00/III/2015 Tentang Struktur Organisasi Direktorat Marketing Tahun 2015. (2015).
- Kotler, P., & Lane Keller, K. (2016). *Marketing Management* (Global Edition ed.). USA: Pearson Education Limited. doi:ISBN 978-0-13-385646-0
- Kotu, V., & Desphande, B. P. (2015). *Predictive Analytics and Data Mining*. Waltham, USA: Elsevier Inc.
- Lee, E.-B., Kim, J., & Lee, S.-G. (2017). Predicting customer churn in mobile industry. *Industrial Management & Data Systems*, 117(1), 90-109. doi:10.1108/IMDS-12-2015-0509
- Lin, W.-C., Ke, S.-W., & 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
- Min, H., Min, H., & Emam, A. (2002). A Data Mining Approach to Developing The Profile of Hotel Customers. *International Journal of Contemporary Hospitality Management*, 14(6), 274-285. doi:10.1108/09596110210436814
- Nisbet, R., Elder, J., & Miner, G. (2009). *Handbook of Statistical Analysis and Data Mining Application*. California, USA: Elsevier Inc. Retrieved March 16, 2018
- Philip, K., & Kevin, L. K. (2012). *Marketing Management*.
- PT Telekomunikasi Selular. (2018, March 13). Retrieved from <https://www.telkomsel.com/about-us/investor-relations>
- Rekha, S. (2015). A Data Mining Model for Customer Relationship Management - A Review. *International Journal of Engineering and Computer Science*, 13948-13952.
- Riddhima, R. S., & Rajan, S. (2017). Review on Prediction of Churn Customer Behavior.

Social, W. A. (2017). *Indonesia Digital Snapshot 2017*.

Vesanen, J. (2005). *What is personalization? A literature review and framework*.  
Helsinki, Finland: HSE Print.

Wiley, J., & SAS Business. (2014). *Analytic in Big Data Word*.