

DAFTAR PUSTAKA

- Akdon & Ridwan (2008). *Aplikasi Statistika dan Metode Penelitian untuk Administrasi & Manajemen*. Bandung: Dewa Ruchi
- Agusta, Y. (2007). K-Means-Penerapan, Permasalahan dan Metode Terkait. *Jurnal Sistem dan Informatika*, 3(1), 47-60.
- Armstrong, G., & Kotler, P. (2015). In *An Introduction Marketing*. Pearson.
- 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. Dipetik 2018
- Khairuddin, Indra (2018, 15 Maret). Laba Bersih Telkom Tahun 2017 Tumbuh 14,4 persen. Detik.com. Tersedia: <https://selular.id/2018/03/laba-bersih-telkom-tumbuh-144-persen/> [15 September 2018]
- Grottrup Soren, 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
- 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.
- Kotler, P., Bowen, J. T., & Makens, J. C. (2014). *Marketing for Hospitality and Tourism*. 5 thedition. New Jersey: Pearson Prentice Hall
- Kasali, Rhenald. 2011. *Membidik Pasar Indonesia: Segmentasi, Targeting, dan Positioning*. Jakarta: PT Gramedia Pustaka Utama
- Kotler, Philip & Keller. 2007. *Manajemen Pemasaran Edisi Keduabelas*. Jilid 1. Jakarta: Erlangga
- Kotler, P., Armstrong, G., Saunders, J., & Wong, V. (2015). *Principle of Marketing* (Second European Edition Ed.). New Jersey, USA: Prentice Hall Europe.
- Kotler, Philip & Keller. 2008. *Manajemen Pemasaran Edisi Ketigabelas*. Jilid 1.

Jakarta: Erlangga

Kotu, V., & Desphande, B. (2015). *Predictive Analytics and Data Mining*. Waltham, USA: Morgan Kaufmann Publishers,

Klas Hjort Björn Lantz Dag Ericsson John Gattorna (2013), Customer segmentation based on buying and returning behavior, *International Journal of Physical Distribution & Logistics Management*

Kitchathorn, Parawee, 2009, “*Factor Influencing Customer Repurchase Intention: An Investigation of Switching Barriers that Influence the Relationship between Satisfaction and Repurchase Intention in the Low Cost airlines Industry in Thailand*”. School of Business Administration (DBA), University of South Australia, Australia.

Lovelock, C, dan John Wirtz (2011). *Pemasaran Jasa Perspektif edisi 7*, 59. Jakarta: Erlangga.

Nisbet, R., Elder, J., & Miner, G. (2009). *Handbook of Statistical Analysis and Data Mining Application*. California, USA: Elsevier Inc. Dipetik March 16, 2018

Nisbet, R., Elder, J., & Miner, G. (2009). *Handbook of Statistical Analysis and Data Mining Application*. California, USA: Elsevier Inc. Dipetik March 16, 2018

Putu Eka Putra (2018), *Perancangan Model Prediksi Churn Menggunakan Data Mining Untuk Retensi Pelanggan*. Bandung

Solomon, Michael. R. 2015. *Consumer Behavior: Buying, Having and Being*, 11th Edition. New Jersey: Prentice-Hall.

Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: PT Alfabet

BIODATA PENULIS

INFORMASI PRIBADI

Nama : Slamet Kurniawan
Tempat, Tanggal Lahir : Jakarta, 17 November 1979
Jenis Kelamin : Laki-Laki
Agama : Islam
Status : Menikah
Alamat : Asrama Ex Kizi 3 Harlap. RT 003/012 No 59
Gg. Cempaka, Jl. Srengseng Sawah, Jagakarsa –
Jakarta Selatan
Telp. : +62 811 916256
Email : slametkur@gmail.com
Hobby : *Travelling* dan Kuliner

RIWAYAT PENDIDIKAN

Januari 2017- Juli 2019 : S2 Magister Managemen –
Universitas Telkom
Juli 1998 – Mei 2002 : S1 Sistem Informasi –
Universitas Gunadarma