

DAFTAR PUSTAKA

- Agrawal, D. (2014). Analytics based decision making. *Journal of Indian Business Research*, 6(4), 332-340. doi:10.1108/JIBR-09-2014-0062
- Basu Swasta dan T. Hani Handoko, William J. Stanton. (2004). *Management Pemasaran Modern*. PT. Grasindo Persada. Jakarta.
- Brooks, C., & Thompson, C. (2017). Predictive Modelling in Teaching & Learning. *Handbook of learning Analytics*, 61-62.
- 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 2019
- Collica, R. (2018). *Customer Segmentation and Clustering Using SAS Enterprise Miner*. USA: SAS Institute Inc.
- Danang. Sunyoto,(2012)*Dasar-dasar manajemen pemasaran*,Cetakan Pertama, Caps,Yogyakarta,
- Engel, James F., Blackwell, Roger D. &Miniard, Paul W. (1996). *Perilaku Konsumen*. Alih Bahasa: F. X. Budiyo, Jilid II, Binarupa Aksara, Jakarta
- 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
- Hassouna, M., Tarhini, A., Elyas, T., & 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
- Indrawati, P. (2015). *Metode Penelitian Manajemen dan Bisnis Konvergensi Teknologi Komunikasi dan Informasi*. (D. Sumayyah, Penyunt.) Bandung, Jawa Barat, Indonesia: PT Refika Aditama.
- Keith J. Tuckwell, M. J. (2016). *Think Marketing*. Canada: Pearson Canada Inc.

- Kerin, R., & Peterson, R. (2015). *Pemasaran Strategis: Kasus dan Komentar*. Jakarta: Indeks.
- Kotler, P., & Keller, K. (2018). *Marketing Management*. Jakarta: Indeks.
- 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.
- 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
- Lilen Gary, Rangaswamy Arvind, (2002), *Marketing Engineering New Jersey: DecisionPro*.
- Massis, B. E. (2012). Using predictive analytics in the library. *New Library World*, 113(9/10), 491-494. doi:10.1108/03074801211273957
- Monroe, Kent B. 2005. *Pricing: Making Profitable Decisions (3rd edition)*. New York: Mac Milan
- Mullins, John, Orville, Walker (2010), *Marketing Management: A strategic decision making approach*, New York: McGraw Hill.
- Nisbet, R., Elder, J., & Miner, G. (2009). *Handbook of Statistical Analysis and Data Mining Application*. California, USA: Elsevier Inc. Dipetik Juni 16, 2019
- Perrault, William, Canoon, Joseph, McCarthy, E., Basic, (2014), *Marketing: A Marketing Strategy Planning Approach*, New York: McGraw-Hill.
- 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
- Suyanto. (2018). *Data Mining untuk Klasifikasi dan Klasterisasi Data*. Jakarta: Informatika.
- Tjiptono, Fandy., dkk. (2017). *Pemasaran Strategik Mengupas Pemasaran Strategik, Branding Strategy, Customer Satisfaction, Strategi Kompetitif, hingga e-Marketing*. Yogyakarta: Andi.
- Usmara, A. (2017). *Marketing Classic*. Yogyakarta: Amara Books