

DAFTAR PUSTAKA

- A., O. K., J., O. O., & A., A. O. (2018). Predictive Analytics for Increased Loyalty and Customer Retention in Telecommunication Industry. *International Journal of Computer Applications (0975 – 8887)*.
- Agusta, Y. (2007). K-Means – Penerapan, Permasalahan . *Jurnal Sistem dan Informatika Vol. 3*, 47-60.
- Ariyanti, M., & Tarmidi, D. (2021). Manajemen Hubungan Pelanggan Guna Memperoleh Loyalitas Pelanggan : Suatu Konsep. *Jurnal Inovasi Masyarakat*, 75-87.
- Avram, B. (2019). Airlines Customer Segmentation in the Hyper-Competition Era. *Expert Journal of Marketing*, 137-143.
- Bach, M. P., Pivar, J., & Jaković, B. (2021). Churn Management in Telecommunications: Hybrid Approach. *Journal of Risk Financial Management*.
- Binh, T. V., Thy, N. G., & Phuong, H. T. (2021). Measure of CLV Toward Market Segmentation Approach in the Telecommunication Sector (Vietnam). *SAGE Open*, 1-9.
- 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*.
- Firmansyah, D., & Dede. (2022). Teknik Pengambilan Sampel Umum dalam Metodologi . *Jurnal Ilmiah Pendidikan Holistik*, 85-114.
- Goldsmith, R. (1999). *The personalised marketplace: beyond the 4Ps*. Marketing Intelligence & Planning .
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis : Konvergensi Teknologi Komunikasi dan Informasi*. Bandung: Refika Aditama.
- Kalam, K. K. (2020). Market Segmentation, Targeting and Positioning Strategy Adaption for the Global Business Vodafone Telecommunication Company. *International Journal of Research and Innovation in Social Science*.
- Keith J, T. (2016). *Think Marketing*. Canada: Pearson Canada Inc.
- Kotler, P., & Keller, K. L. (2012). *Marketing Management -14/E*. Harlow: Pearson Education.

- Kotler, P., Armstrong, G., Harris, L. C., & He, H. (2020). *Principle of Marketing*. Harlow: Pearson.
- Kotu, V., & Deshpande, B. (2015). *Predictive Analytics and Data Mining*. Waltham: Elsevier Inc.
- Makruf, M., Bramantoro, A., Alyamani, H. J., & Aleswai, S. (2021). Classification methods comparison for customer churn prediction in the telecommunication industry. *International Journal of Advanced and Applied Sciences*, 1-8.
- Moro, S., & Ramos, R. F. (2022). A Data-Driven Approach to Improve Customer Churn Prediction Based on Telecom Customer Segmentation. *Future Internet*.
- Muslim. (2016). VARIAN-VARIAN PARADIGMA, PENDEKATAN, METODE DAN JENIS PENELITIAN DALAM ILMU KOMUNIKASI. *Wahana*, 77-85.
- Sugiyono. (2013). *METODE PENELITIAN KUANTITATIF KUALITATIF DAN R&D*. Bandung: Alfabeta, CV.
- Telkomsel. (2021). *Annual Report*. Telkomsel.
- Udin, M. B., & Nurdyansyah. (2018). *Metodologi Penelitian Pendidikan*. Sidoarjo: UMSIDA PRESS.
- Vesanen, J. (2005). WHAT IS PERSONALIZATION? . *HELSINKI SCHOOL OF ECONOMICS WORKING PAPERS*.
- Wendler, T., & Gröttrup., S. (2016). *Data Mining with SPSS Modeler Theory, Exercises and Solutions*. Chicago: Springer International Publishing.
- Wijaya, D. W., & Ramantoko, G. (2018). Recommendation to Increase Point Reward Redemption in ABC . *The 9th Intenation Conference on Sustainable Collaboration in Business Techonology, Infromation and Innovation*.
- Wu, J., Shi, L., Lin, W.-P., Sang-Bing, T., Li, Y., Yang, L., & Guangshu, X. (2020). An Empirical Study on Customer Segmentation by Purchase Behaviors Using a RFM Model and K-Means Algorithm. *Hindawi Mathematical Problems in Engineering*.