

DAFTAR PUSTAKA

- [1] Adrian, M. R. dkk. (2021) Jurnal Informatika Upgris, 7(1). doi: 10.26877/jiu.v7i1.7099 Perbandingan Metode Klasifikasi *Random Forest* dan SVM Pada Analisis Sentimen PSBB
- [2] Ahn, J.H., S.P. Han, and Y.S. Lee. 2019. Policy. 30: 552-568. Customer churn analysis: Churn determinants and mediation effects of partial defection in the Korean mobile telecommunications service industry. Telecommunications
- [3] Adiwijaya, Said Al-Faraby (2020) Jurnal Skripsi Universitas Telkom Bandung Analisis Churn Prediction pada Data Pelanggan PT. Telekomunikasi Menggunakan Underbagging dan *Logistic Regression*
- [4] Nabi-Abdolyousefi, R. (2019). Conversion Rate Prediction in Search Engine Marketing. Grad. School of Natural and Applied Sci. - Thesis & Dissertations. Istanbul Conversion Rate Prediction in Search Engine Marketing. Grad. School of Natural and Applied Sci
- [5] Aldi Nurzahputra, Afifah Ratna Safitri, Much Aziz Muslim FMIPA, Universitas Negeri Semarang (2019) Klasifikasi Pelanggan pada Customer Churn Prediction Menggunakan *Decision Tree*
- [6] Meilina, Popy., 2020.. Jurnal Teknologi. 7(1), 12-30 Penerapan Data Mining dengan Metode Klasifikasi Menggunakan *Decision Tree* dan Logistic Regresion
- [7] Govindaraju, R., Simatapung, T., & Samadhi, A, T., 2008. Jurnal Informatika. 9(1), 33-42. Perancangan Sistem Prediksi Churn Pelanggan PT. Telekomunikasi Seluler Dengan Memanfaatkan Proses Data Mining.
- [8] Jurnal Informatika Vincent Angkasa, Jefri Junifer Pangaribuan Volume 7 No.1 Tahun 2022 Komparasi Tingkat akurasi *Random Forest* Untuk Mendiagnosis Penyakit Kanker Payudara

- [9] L. Indah Prahartiwi, W. Dari, and S. Nusa Mandiri, J. Tek. Komput. AMIK BSI, vol. 7, no. 1, 2021, doi: *Komparasi Algoritma Naive Bayes, Decision Tree dan Support Vector Machine untuk Prediksi Pelanggan*
- [10] Samsudiney. Artikel Ilmiah: Penjelasan apa itu SVM ?
<https://medium.com/@samsudiney/penjelasan-sederhana-tentang-apa-itu-svm-149fec72bd02>
- [11] Anwar hidayat. Jurnal Statistika: Regresi Logistik Vol.3 No.1 2015
<https://www.statistikian.com/2015/02/regresi-logistik.html>
- [12] Rimbun Siringoringo Universitas Methodist Indonesia Klasifikasi Data Tidak Seimbang Menggunakan Algoritma SMOTE dan KNN Jurnal ISD Vol.3 No.1 Januari - Juni 2018 <https://ejournal-medan.uph.edu/index.php/isd/article/viewFile/177/63>
- [13] Jianfeng Xu, Yuanjian Zhang, Duogian Miao. Three-way *Confusion Matrix for Classification: A measure driven view*. Information Sciences Vol. 507, January 2020. Elsevier. <https://doi.org/10.1016/j.ins.2019.06.064>
- [14] Daria, Devi. Analisis Kelompok Wilayah Rawan Penyakit Malaria di Provinsi Nusa Tenggara Timur Tahun 2014 Vol. 1 No. 1 2016.
<https://dspace.uui.ac.id/bitstream/handle/123456789/537/05.3%20bab%203.pdf?sequence=9&isAllowed=y>
- [15] Vercellis, Carlo. Business intelligence : Datamining and optimization for decision making. Chichester: John Wiley& Sons. 2009
- [16] Fayyad. Knowledge Discovery and Data Mining: Towards a Unifying Framework. KDD-96 Proceedings. 1996
<https://www.aaai.org/Papers/KDD/1996/KDD96-014.pdf>