

DAFTAR PUSTAKA

- Anggelis, V. & Chritodoulakis, D., 2005, *Customer Clustering using RFM Analysis*, Computer Engineering and Informatics Department, University of Patras, Greece.
- Bain, L.J. & Engelhardt, M., 2000, *Introduction to Probability and Mathematical Statistics*, third edition, Duxbury, Singapore.
- Basuki, A. & Syarif, I., 2003, *Decision Tree*, Politeknik Elektronika Negeri Surabaya ITS, Surabaya.
- Brefeld, U. & Scheffer, T., 2005, AUC maximizing support vector learning. In Proceedings of the 22nd International Conference on Machine Learning-Workshop on ROC Analysis in Machine Learning, Bonn, Germany.
- Cheng, C.H. & Chen, Y.S., 2009, Classifying the segmentation of customer value via RFM model and RS theory, *Expert Systems with Applications : An International Journal*, 36, 4176–4184.
- Davies, B., 2004, *Database Systems 3rd Edition*. Palgrave, Basingstoke, UK.
- Fawcett, T., 2006, An introduction to ROC analysis, *Elsevier, Pattern Recognition Letters*, 27, 861–874.
- Han, J., 2013, Identifying Potential Customers With Classification Techniques in R Language, <http://www.dataapple.net/?p=102>, diakses 12 Desember 2014.
- Han, J., Kamber, M., Pei, J., 2001, *Data Mining Concepts and Techniques*, Morgan Kaufmann, California.
- Idroes, F.N., 2008, *Manajemen Resiko Perbankan*, Rajawali Pers, Jakarta.
- Juriah, 2013, Klasifikasi dan Prediksi Resiko Kredit Perbankan Menggunakan Algoritma *Naive Bayes* Dalam Data Mining, *skripsi*, FMIPA UGM, Yogyakarta.
- Kusnawi, 2007, Pengantar Solusi Data Mining, *e-journal Seminar Nasional Teknologi 2007*, STMIK Amikom, Yogyakarta.
- Larose, D.T., 2005, *Discovering Knowledge in Data : An Introduction to Data Mining*, Wiley, New York.
- Paratu, L.G., 2013, Analisis *Churn* Pada Pelanggan Telekomunikasi Menggunakan Algoritma C4.5, *skripsi*, FMIPA UGM, Yogyakarta.



- Pottle, B., Berger, C., Kelly, M., Taft, M., & Talyor, K., 2011, Using Oracle Data Miner 11g Release 2, <http://www.oracle.com/webfolder/technetwork/tutorials/obe/db/11g/r2/prod/bidw/datamining/ODM11gR2.htm>, diakses 16 Desember 2014.
- Royston, P., Altman, D.G., & Sauerbrei, W., 2006, Dichotomizing continuous predictors in multiple regression: A bad idea. *Statistics in Medicine*, 25, 127–141.
- Sitorus, 2010, Penggunaan Data Mining Dengan Metode *Decision Tree* Untuk Prediksi Resiko Kredit, *skripsi*, FMIPA UGM, Yogyakarta.
- Subanar, 2011, Diktat Pengantar Teori Ukuran dan Probabilitas, FMIPA UGM, Yogyakarta.
- Sunjana, 2010, Aplikasi Mining Data Mahasiswa Dengan Metode Klasifikasi Decision Tree, *Seminar Nasional Aplikasi Teknologi Informasi 2010 (SNATI 2010)*, ISSN: 1907-5022.
- Tan, B.C., Ho, B.C., & Shea, 2004, Two new moss species, *Trichosteleum fleischeri* and *Splachnobryum temasekensis*, *Journal of Hattori Botanical Laboratory*, 96, 223-230.
- Widiasari, L.S., Sanjaya, N.A., Mahendra, I.B.M., 2008, Perancangan Prototype Sistem Customer Profiling Berdasarkan Tingkat Customer Value Menggunakan Implementasi Metode Hierarchical K-means Clustering, *Jurnal Tugas Akhir*, Fakultas Matematika dan Ilmu Pengetahuan Alam, Universitas Udayana, Bali.
- Witten, I.H. & Frank, E., 2005, *Data Mining : Practical Machine Learning Tools and Techniques*, second edition, Morgan Kaufmann, California.
- Wulandari, 2013, Klasifikasi dan Prediksi Keputusan *Credit Scoring* Berdasarkan Klasifier *Naive Bayes*, *skripsi*, FMIPA UGM, Yogyakarta.
- Yuliharyani, S., 2011, Algoritma *Decision Tree* C4.5 Untuk Klasifikasi Keluarga Peserta Jamkesmas Berdasarkan Kemiskinan, *skripsi*, program studi Ilmu Komputer, Universitas Brawijaya, Malang.
- Zafilia, L., 2007, Penerapan Data Mining Untuk IDS, *skripsi*, program studi Teknik Elektro, ITB, Bandung.