

DAFTAR PUSTAKA

- Carson, D., Enright, M., Tregear, A., Copley, P., Gilmore, A., Stokes, D. & Deacon, J. H. (2002). *Contextual marketing. In 7th Annual Research Symposium on the Marketing–Entrepreneurship Interface*, Oxford Brookes University, Oxford
- 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
- Enov, (2015) *Penentuan waktu dan metode Implementasi VoLTE pada Jaringan LTE (studi kasus di Telkomsel)*, Universitas Indonesia, Jakarta
- GSMA (Oct 2014), *VoLTE Service Description and Implementation Guidelines*, Version 2.0
- John A. McCarty and Manoj Hastak (2007), *Segmentation approaches in data-mining: A comparison of RFM, CHAID, and logistic regression*, JThe College of New Jersey, Ewing, New Jersey 08628, United States, American University, Washington, DC 20008, United States
- Kotler, P., Armstrong, G., Saunders, J., & Wong, V. (1999). *Principle of Marketing* (Second European Edition ed.). New Jersey, USA: Prentice Hall Europe. Dipetik March 18, 2018
- Kotler, P., & Lane Keller, K. (2016). *Marketing Management* (Global Edition ed.). USA: Pearson Education Limited. doi:ISBN 978-0-13-385646-0
- Kotler, Philip dan Keller, 2007, *Manajemen Pemasaran*, Jilid I, Edisi Kedua belas, PT. Indeks, Jakarta
- Kotu, V., & Desphande, B. P. (2015). *Predictive Analytics and Data Mining*. Waltham, USA: Elsevier Inc.
- Mahmoud Mohammadian and Iman Makhani (2016), *RFM-Based customer segmentation as an elaborative analytical tool for enriching the creation of sales and trade marketing strategies*, Allameh Tabatabaei University, Islamic Azad University, Iran
- Marvel, M. R. (Ed.). (2012). *Encyclopedia of New Venture Management*.
- Mishra, Frost, Sullivan (Sep 2014), *VoLTE Finds Significant Traction in Asia*, Telecomasia
- Nesya Vanessa and Arnold Japutra (2017), *Contextual Marketing Based on Customer Buying Pattern in Grocery E-Commerce: The Case of Bigbasket.com (India)*, Universitas Indonesia, Jakarta

- Panwad Bunnak, Sotarat Thammaboosadee, and Supaporn Kiattisin (2015), *Applying Data Mining Techniques and Extended RFM Model in Customer Loyalty Measurement*, Mahidol University, Nakhon Pathom, Thailand
- Parvatiyar, A. and Sheth, J.N. (2002) Customer Relationship Management: Emerging Practice, Process, and Discipline. *Journal of Economic and Social Research*, 3, 1-34.
- Strauss, Judy. (2014), *E-marketing, Associate Professor of Marketing*, 7th Edition, University of Nevada, Reno, Raymond Frost
- Sugiyono, (2005), *Memahami Penelitian Kuantitatif*. Bandung. Alfabeta.
- Tikaridha Hardiani, Selo Sulisty, dan Rudy Hartanto (2015), Segmentasi Nasabah Tabungan Menggunakan Model RFM (*Recency, Frequency, Monetary*) dan K-Means Pada Lembaga Keuangan Mikro, Universitas Gadjah Mada, Jogjakarta
- Vesanen, J. (2005). *What is personalization? A literature review and framework*. Helsinki, Finland: HSE Print.