

## DAFTAR PUSTAKA

- [1] Deddy Setyawan, “Analisis Kepuasan Pengguna Jasa Transportasi Taksi Untuk Meningkatkan Loyalitas,” Universitas Diponegoro, 2010.
- [2] Syukria Darman, “ Pengaruh Kualitas Pelayanan Jasa Transportasi Taksi Terhadap Loyalitas Konsumen Pada PT Putra Transpor Nusantara Bandung,” Bandung, Universitas Widyatama, 2012.
- [3] Resty Mardiana, “Faktor – Faktor Yang Mempengaruhi Kepuasan Pengguna Jasa Taksi Blue Bird,” Jakarta, Universitas Gunadarma, 2010.
- [4] Administrator, “SHU Kosti Semarang Naik,” 30 Agustus 2015. [Online]. Available : <http://kostisemarang.com/index.php/news>. [Accessed 10 September 2015].
- [5] Han, Jiawei dan Kamber, Micheline, “Data Mining Concepts and Techniques Second Edition,” San Francisco: Morgan Kauffman, 2001.
- [6] Ibnu Fathur Rochman, “Penerapan Algoritma C4.5 Pada Kepuasan Pelanggan Perum DAMRI,” Universitas Dian Nuswantoro, 2015.
- [7] Teguh Budi Santoso, “Analisa dan penerapan metode C4.5 Untuk Prediksi Loyalitas Pelanggan,” Universitas Satya Negara Indonesia, 2014.
- [8] David Hartanto Kamagi, Seng Hansun, “ Implementasi Data Mining dengan Algoritma C4.5 untuk memprediksi Tingkat Kelulusan Mahasiswa,” Universitas Multimedia Nusantara, Juni 2014.
- [9] Anik Andriani, “ Penerapan Algoritma C4.5 Pada Progam Klasifikasi Mahasiswa Dropout,” AMIK BSI Jakarta, 2012.
- [10] Dyah Satiti, Sucipto, Shyntia Atica, “ Analisis Preferensi Konsumen Waralaba Makanan Cepat Saji Dengan Menggunakan Pendekatan Data Mining Di Restoran X Surabaya,” Universitas Brawijaya, 2014.
- [11] Wirasmita, Rivai , Sitorus, Roland, Manurung, Brenggan, “ Kamus Lengkap Ekonomi,” Pionir Jaya, Bandung, 1999.

- [12] Kotler, Philip, "Marketing Management: Analysis. Planning. Implementation. And Control, Ninth Edition," Prentice-Hall .Inc, New Jersey, 1997.
- [13] Santosa, B. "Data Mining: Teknik Pemanfaatan Data untuk Keperluan Bisnis," Graha Ilmu, Yogyakarta. 2007.
- [14] Undavia J N, Patel dan Dolia, "Comparison of Classification Algorithms to Predict Students' Post Graduation Course in Weka Environment," *International Journal of Advanced Research in Computer Science and Software Engineering*. vol. 3. no. 9. 2013.
- [15] Gorunescu F, "Data Mining Concept Model Technique," Craiova, Romania: Springer, 2011.
- [16] Chapman P, "CRISP-DM 1.0: Step-by-step Data Mining Guide, SPSS," 2000.
- [17] Kusriani dan Emha Taufiq Luthfi, "Alogaritma Data Mining." Yogyakarta: Andi Publisher, 2009.
- [18] Basuki dan Syarif, "Modul Ajar Decision Tree," Surabaya, 2003
- [19] Burns, Alvin C. dan Bush, Ronald F, "Marketing Research", Prentice Hall, New Jersey, 2000
- [20] Arintonang, Lerbin, "Penelitian Pemasaran", UPT Penerbitan Universitas Tarumanagara, Jakarta, 1998.
- [21] Swasta, Basu. "Manajemen penjualan" , cetakan kedua belas, Yogyakarta: BFSE, 2005.