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MB6099 THESIS REVISION FORM

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Halaman : 1 dari 5

Name	ID	Place and Date of Birth
RADIT RAHMADHAN	**29020003**	**Bukittinggi/14 Januari 1997**
Title: SEGMENTATION USING CUSTOMER LIFETIME VALUE HYBRID K-MEANS AND ANALYTIC HIERRARCHY PROCESS		
Supervisor: Meditya Wasesa, S.T., M.Sc., Ph.D.		

Examiner 1 (Chairman/Chairwoman) Name: Dr. Manahan Siallagan

No	Examiner's Comments	Revision/Action Implemented
1	Uses K-Means and AHP combinations clearly and where AHP is used.	Thank you for the correction, Pak Manahan, We revised it as suggested, here we use those variables to calculate CLV. There are three layers in AHP: objectives, criteria, and alternatives. Before entering the AHP steps, we will determine the layers. In this study, only 4 AHP steps are applied, namely comparing variables, creating a set of pair-wise comparison matrices, and scoring each pair-wise comparison to determine the objective (CLV weight value) and finally making all pair-wise comparisons. To see more details, we explain in tables IV.3 to IV.6 in the AHP results section.
2	The reason of segmentation is to give PLN more profit. But the PLN has 80% capacity, when the results is only 37 out of 500,000, it is not even 1% of the customer. Therefore, where do the other 79% that PLN needs to sell to?	Thank you for the careful correction, Pak Manahan, like the advice given by Pak Fajar. Based on the results we obtained earlier, it is indeed unnatural. Finally, we did the K-Means model processing again, it turned out that in the previous processing we found data errors so that there was a gap in the results of each customer segmentation such as Segment 1 of 282 customers, Segment 2 of 508,615 customers, Segment 3 of 37 customers, the number 37 was unnatural. Therefore, after reprocessing,

		we obtained Segment 1 as many as 160,205 customers, Segment 2 as many as 200,123 customers and Segment 3 as many as 148,287 customers. Based on these results, PLN can determine the right strategy for customers to get profit or income to PLN which is used in the future to provide electricity in accordance with its customers. The explanation is contained in Table IV.2 to Table IV.8
3	**Give monopolysome people said that is the monopoly. A company did not consider, not not quite, actually not, consider about how they can a segmented their custom model getting up.**	**Thank you for input, Pak Manahan. We added the narrative of the importance of customer segmentation in monopoly companies in the background in chapter 1 in the marketing strategy of monopoly companies' section in chapter 2.**

Examiner 2 (Member) Name: Prawira Fajarindra Belgiawan, Ph.D

No	Examiner's Comments	Revision/Action Implemented
1	The rule of segmentation, one of it is substantial. The results of segmentation of 37 is not substantial	Thank you for careful correction, Pak Fajar. Based on the results we obtained earlier, it is indeed unnatural. Finally, we did the K-Means model processing again, it turned out that in the previous processing we found data errors so that there was a gap in the results of each customer segmentation such as Segment 1 of 282 customers, Segment 2 of 508,615 customers, Segment 3 of 37 customers, the number 37 was unnatural. Therefore, after reprocessing, we obtained Segment 1 as many as 160,205 customers, Segment 2 as many as 200,123 customers and Segment 3 as many as 148,287 customers. Based on these results, PLN can determine the right strategy for customers to get profit or income to PLN which is used in the future to provide electricity in accordance with its customers. The explanation is contained in Table IV.2 to Table IV.8
2	The reason of segmentation is to give PLN more profit. But the PLN has 80% capacity, when the results is only 37 out of 500,000, it is not even 1% of the customer. Therefore where do the other 79% that PLN needs to sell to?	
3	The segmentation model based on CLV is fine, but the implication is not substantial enough for PLN to get more profit.	Thank you for being evaluated, Pak Fajar. In this thesis, we use a combination of K-Means, AHP, and CLV models to segment customers. According to Pak Fajar, using only the CLV model is not beneficial for PLN because it does not provide input for PLN and can only provide the correct ranking. Therefore, we added the concept of CRM strategies for each segment based on the ranking results from the combination of these models. We present marketing

		strategies based on these rankings so that PLN can create strategies for customers based on their characteristics. This is explained in Chapter IV.3, where we provide input for strategies that PLN can use to increase profits in the future.

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Bandung, 28 December 2022

Examiner 1 Approval,

(Dr. Manahan Siallagan)

Examiner 2 Approval,

(Prawira Fajarindra Belgiawan, Ph.D)

Supervisor Approval,

(Meditya Wasesa, S.T., M.Sc., Ph.D.)