SEGMENTATION USING CUSTOMERTS LIFETIME VALUE: HYBRID K-MEANS AND ANALYTIC HIERARCHY PROCESS

THESIS

In partial fulfilment of the requirements

for the Degree of Master of Science in Management

from Institut Teknologi Bandung

By

Radit Rahmadhan

Student ID: 29020003

(Master Program of Science in Management)



INSTITUT TEKNOLOGI BANDUNG  
2022

ABSTRACT

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ABSTRAK

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*Oleh*

Radit Rahmadhan

29020003

*(Program Studi Magister Sains Manajemen)*

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Approved

December

Supervisor

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*In dedication to my beloved parents, brothers, and family, supervisor and advisor, and friends who always support me.*

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**ACKNOWLEDGEMENTS**

The introduction page is printed on a new page. On this page, the Masters’ students may have the opportunity to express their gratitude in writing to other mentors and or individuals who have provided guidance; advise and critics; as well as to those who have assisted in conducting the research; whether individuals or bodies that have provided financial assistance, and so forth.

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