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| **COMPLETE NAME** | | | **STUDENT ID** | **CLASS** |
| RADIT RAHMADHAN | | | 29020003 | MSM2020 |
| **THESIS TITLE** | | | | |
| **IN ENGLISH** | **:** | SEGMENTATION USING CUSTOMER LIFETIME VALUE  HYBRID K-MEANS AND ANALYTIC HIERRARCHY PROCESS | | |
| **IN BAHASA INDONESIA** | **:** | SEGMENTASI MENGGUNAKAN NILAI SEUMUR HIDUP PELANGGAN HIBRIDA K-MEANS DAN PROSES HIERARKI ANALITIK | | |

**RESEARCH OBJECT**

|  |  |  |
| --- | --- | --- |
| Company Name/ institution | : | PT.PLN PERSERO Unit Induk Wilayah Sumatera Barat |
| Address | : | JL. DR.Wahidin No.8 Sawahan Timur, Padang Timur, Kota Padang Sumatera Barat |
| Department | : | Bidang CRM |
| Contact Person (if any) | : | Roberto |
| Position | : | Manager CRM |
| Phone/Email/Website | : | 085273972406 |

**INTEREST GROUPS WHICH IS RELEVANT TO THIS THESIS\***

|  |  |  |
| --- | --- | --- |
| **INTEREST GROUP** | **PRIORITY** | **RELATED KEYWORDS** |
| People and Knowledge Management |  |  |
| Operation and Performance Management |  |  |
| Entrepreneurship & Technology Management |  |  |
| Business Strategic and Marketing |  |  |
| Decision Making and Strategic Negotiation | 1 | Machine Learning |
| Business Risk and Finance |  |  |

**PROPOSED EXAMINERS\***

|  |  |
| --- | --- |
| **No** | **EXAMINERS NAME** |
| 1 | Dr. Manahan Siallagan |
| 2 |  |
|  |  |

Bandung, 9 December 2022

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| Submitted by, | Approved by, |
| Radit Rahmadhan | Meditya Wasesa, S.T., M.Sc., Ph.D. |

***\*) Tobe completed by the supervisor. Study program will assign the examiner's interest group based on the priority chosen, unless if there is unavailability of the examiner in terms of defense time, the Study Program will choose the examiner from another interest group out of the priority chosen.***