Abstract

The aim of this research is to identify the customer loyalty at a Semarang ceramics company. The research process uses ID 3 algorithm and 5 SERVQUAL attributes, reliability, assurance, tangible, empathy, and responsiveness. Questioner data is the main data, which is analyzed by WEKA 3. 7. 7 software. The result of this research is Responsiveness attribute and its indicator quick service to the customer is the main factor which is influence the customer loyalty.

References


Index Terms

Computer Science
Artificial Intelligence

Keywords

Decision Tree  Algorithm ID3  Service Quality  Customer Loyalty