

- [3] Y. Choi and J. W. Choi, "The prediction of hotel customer loyalty using machine learning technique," *Int. J. Adv. Trends Comput. Sci. Eng.*, vol. 9, no. 5, pp. 7908–7915, 2020, doi: 10.30534/ijatcse/2020/143952020.
- [4] W. J. Murdoch, C. Singh, K. Kumbier, R. Abbasi-asl, and B. Yu, "methods , and applications," pp. 1–11, 2018.
- [5] R. S. Ganga, P. C. P. Reddy, and B. C. Mohan, "System for Intelligent Tourist Information using Machine Learning Techniques Proof Logic Ontology vocabulary digital signatures," *Int. J. Appl. Eng. Res.*, vol. 13, no. 7, pp. 5321–5327, 2018.
- [6] M. O. Parvez, "Use of machine learning technology for tourist and organizational services : high-tech innovation in the hospitality industry," *J. Tour. Futur.*, vol. 7, no. 2, pp. 240–244, 2021, doi: 10.1108/JTF-09-2019-0083.
- [7] E. Mingotto, F. Montaguti, and M. Tamma, "Challenges in re-designing operations and jobs to embody AI and robotics in services. Findings from a case in the hospitality industry," *Electron. Mark.*, vol. 31, no. 3, pp. 493–510, 2021, doi: 10.1007/s12525-020-00439-y.
- [8] H. Ruel and E. Njoku, "AI redefining the hospitality industry," *J. Tour. Futur.*, vol. 7, no. 1, pp. 53–66, 2020, doi: 10.1108/JTF-03-2020-0032.
- [9] J. Wei *et al.*, "Machine learning in materials science," *InfoMat*, vol. 1, no. 3, pp. 338–358, 2019, doi: 10.1002/inf2.12028.
- [10] V. Nasteski, "An overview of the supervised machine learning methods," *Horizons.B*, vol. 4, pp. 51–62, 2017, doi: 10.20544/horizons.b.04.1.17.p05.
- [11] E. Brynjolfsson and T. Mitchell, "What can machine learning do? Workforce implications," *Science (80-.)*, vol. 358, no. 6370, pp. 1530–1534, 2017.
- [12] B. T. Jijo and A. M. Abdulazeez, "Classification Based on Decision Tree Algorithm for Machine Learning," *J. Appl. Sci. Technol. Trends*, vol. 02, no. 01, pp. 20–28, 2021, doi: 10.38094/jastt20165.
- [13] H. H. Patel and P. Prajapati, "Study and Analysis of Decision Tree Based Classification Algorithms," *Citizen-Based Mar. Debris Collect. Train. Study case Pangandaran*, vol. 6, no. 10, pp. 74–78, 2018.
- [14] L. Breiman, "Random Forests," *Mach. Learn.*, vol. 45, pp. 5–32, 2001.
- [15] C. M. Yeşilkanat, "Spatio-temporal estimation of the daily cases of COVID-19 in worldwide using random forest machine learning algorithm," *Chaos, Solitons and Fractals*, vol. 140, 2020, doi: 10.1016/j.chaos.2020.110210.
- [16] I. Ahmad, M. Basher, M. J. Iqbal, and A. Rahim, "Performance Comparison of Support Vector Machine , Random Forest , and Extreme Learning Machine for Intrusion Detection," *IEEE Access*, vol. 6, pp. 33789–33795, 2018, doi: 10.1109/ACCESS.2018.2841987.
- [17] E. Nazarenko, V. Varkentin, and T. Polyakova, "Features of Application of Machine Learning Methods for Classification of Network Traffic (Features , Advantages , Disadvantages)," *Int. Multi-Conference Ind. Eng. Mod. Technol.*, pp. 1–5, 2019, doi: 10.1109/FarEastCon.2019.8934236.
- [18] P. Ranganathan, C. Pramesh, and R. Aggarwal, "Common pitfalls in statistical analysis: Measures of agreement," *Perspect. Clin. Res.*, vol. 8, no. 3, pp. 148–151, 2017, doi: 10.4103/picr.PICR_123_17.
- [19] N. A. M. R. Senaviratna and T. M. J. A. Cooray, "Diagnosing Multicollinearity of Logistic Regression Model," *Asian J. Probab. Stat.*, vol. 5, no. 2, pp. 1–9, 2019, doi: 10.9734/ajpas/2019/v5i230132.
- [20] S. Uddin, A. Khan, E. Hossain, and M. A. Moni, "Comparing different supervised machine learning algorithms for disease prediction," *BMC Med. Inform. Decis. Mak.*, vol. 8, pp. 1–16, 2019.
- [21] H. Sulistiani, K. Muludi, and A. Syarif, "Implementation of Dynamic Mutual Information and Support Vector Machine for Customer Loyalty Classification," *J. Phys. Conf. Ser.*, vol. 1338, pp. 1–8, 2019, doi: 10.1088/1742-6596/1338/1/012050.
- [22] W. N. Wassouf, R. Alkhatib, K. Salloum, and S. Balloul, "Predictive analytics using big data for increased customer loyalty: Syriatel Telecom Company case study," *J. Big Data*, vol. 7, no. 1, pp. 1–24, 2020, doi: 10.1186/s40537-020-00290-0.
- [23] R. Muttaqien, M. G. P, and A. Pramunadi, "Implementation of Data Mining Using C4 . 5 Algorithm for Predicting Customer Loyalty of PT . Pegadaian (Persero) Pati Area Office," *Int. J. Comput. Inf. Syst.*, vol. 02, no. 03, pp. 64–68, 2021.
- [24] J. Han, M. Fang, S. Ye, C. Chen, Q. Wan, and X. Qian, "Using Decision Tree to Predict Response Rates of Consumer Satisfaction , Attitude , and Loyalty Surveys," *Sustainability*, vol. 11, no. 2306, pp. 1–13, 2019.
- [25] R. Wirth and J. Hipp, "CRISP-DM: Towards a Standard Process Model for Data Mining," *Proc. Fourth Int. Conf. Pract. Appl. Knowl. Discov. Data Min.*, no. 24959, pp. 29–39, 2000.
- [26] W. Y. Ayele, "Adapting CRISP-DM for Idea Mining: A Data Mining Process for Generating Ideas using a Textual Dataset," *Int. J. Adv. Comput. Sci. Appl.*, vol. 11, no. 6, pp. 20–32, 2020, doi: 10.14569/IJACSA.2020.0110603.
- [27] F. Martinez-Plumed *et al.*, "CRISP-DM Twenty Years Later: From Data Mining Processes to Data Science Trajectories," *IEEE Trans. Knowl. Data Eng.*, vol. 33, no. 8, pp. 3048–3061, 2021, doi: 10.1109/TKDE.2019.2962680.
- [28] R. Ribeiro, A. Pilastrri, C. Moura, F. Rodrigues, R. Rocha, and P. Cortez, "Predicting the Tear Strength of Woven Fabrics Via Automated Machine Learning: An Application of the CRISP-DM Methodology," *ICEIS 2020 - Proc. 22nd Int. Conf. Enterp. Inf. Syst.*, vol. 1, pp. 548–555, 2020, doi: 10.5220/0009411205480555.
- [29] Y. Watanabe *et al.*, "Preliminary Systematic Literature Review of Machine Learning System Development Process," *IEEE 45th Annu. Comput. Software, Appl. Conf.*, pp. 1407–1408, 2019.
- [30] S. Studer *et al.*, "Towards CRISP-ML (Q) : A Machine Learning Process Model with Quality Assurance Methodology," *Mach. Learn. Knowl. Extr.*, vol. 3, no. 2, pp. 392–413, 2021.