DAFTAR PUSTAKA

- Fangfang Li, Jorma Larimo, and Leonidas C. Leonidou. Social media marketing strategy: definition, conceptualization, taxonomy, validation, and future agenda. *Journal of the Academy of Marketing Science*, 49:51–70, 2020.
- [2] Jeong Woon Sohn and Jin Ki Kim. Factors that influence purchase intentions in social commerce. *Technology in Society*, 63:101365, November 2020.
- [3] Neha Chaudhuri, Gaurav Gupta, Vallurupalli Vamsi, and Indranil Bose. On the platform but will they buy? predicting customers' purchase behavior using deep learning. *Decision Support Systems*, 171:3, June 2021.
- [4] Wengle Wang, Wentao Xiong, Jing Wang, Lei Tao, Shan Li, Yugen Yi, Xiang Zou, and Cui Li. A user purchase behavior prediction method based on xgboost. *Electronics*, 12:2, April 2023.
- [5] Shai Shalev Shwartz and Shai Ben David. *Understanding Machine Learning From Theory to Algorithms*. Cambridge University Press, 2014.
- [6] Vaibhav Verdhan. Supervised Learning with Python Concepts and Practical Implementation Using Python. Apress, 2020.
- [7] Trevor Hastie, Ronbert Tibshirani, and Jerome Friedman. The Elements of Statistical Learning: Data Mining, Inference, and Prediction, Second Edition. Springer, 2009.
- [8] Pratap Dangeti. Statistics for Machine Learning: Techniques for exploring supervised, unsupervised, and reinforcement learning models with Python and *R*. Packt Publishing, 2017.
- [9] Butch Quinto. Next-Generation Machine Learning with Spark: Covers XGBoost, LightGBM, Spark NLP, Distributed Deep Learning with Keras, and More. Apress, 2020.
- [10] Victor E. Lee, Lin Liu, and Ruoming Jin. *Decision Trees: Theory and Algorithms*. Taylor Francis, 2014.
- [11] Nagesh Singh Chauhan. Decision tree algorithm, explained, 2022.
- [12] N.D. Lewis. *MACHINE LEARNING MADE EASY With R An Intuitive Step by Step Blueprint for Beginners*. 2017.

- [13] Jan Kozak. Decision Tree and Ensemble Learning based on Ant Colony Optimization. Springer International Publishing AG, 2017.
- [14] Trevor Hastie Robert Tibshirani Gareth James, Daniela Witten. An Introduction to Statistical Learning with Applications in R. Springer Texts in Statistics, Vol. 103. Springer, 2013.
- [15] Vipin Kumar Pang-Ning Tan, Michael Steinbach. *Introduction to Data Mining*. Pearson, 2013.
- [16] Jason Brownlee. XGBoost with Python, volume 1.10. 0.
- [17] Ping Zhang, Yiqiao Jia, and Youlin Shang. Research and application of xgboost in imbalanced data. *International Journal of Distributed Sensor Networks*, 18(6):15501329221106935, 2022.
- [18] John Elder Giovanni Seni. Ensemble Methods in Data Mining: Improving Accuracy Through Combining Predictions (Synthesis Lectures on Data Mining and Knowledge Discovery). 2010.
- [19] Daniel Padgett and Andrew Loos. Applied Marketing. Wiley, 2023.
- [20] Philip Kotler. Marketing, Management, Millenium Edition. Pearson, 2002.
- [21] Michael R. Solomon. *Consumer Behavior: Buying, Having, and Being.* Pearson, 13th global edition edition, 2019.
- [22] M. Fishbein and I. Ajzen. Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research. Addison-Wesley, 1975.
- [23] Katarzyna Sobiech-Grabka, Anna Stankowska, and Krzystof Jerzak. Determinants of electric cars purchase intention in poland: Personal attitudes v. economic arguments. *Energies*, 15, April 2022.
- [24] Xujie Qin. Research on loyalty prediction of e-commerce customer based on data mining. *Applied Mathematics and Nonlinear Sciences*, 0(0), Sep 2022.
- [25] Abdullah-All-Tanvir, Iftakhar Ali Khandokar, A.K.M. Muzahidul Islam, Salekul Islam, and Swakkhar Shatabda. A gradient boosting classifier for purchase intention prediction of online shoppers. *Heliyon*, 9(4), 2023.

- [26] Mirza Naveed Shahzad, Muhammad Suleman, Mirza Ashfaq Ahmed, Amna Riaz, and Khadija Fatima. Identifying the symptom severity in obsessivecompulsive disorder for classification and prediction: An artificial neural network approach. *Behavioural Neurology*, 2020:2678718, 2020.
- [27] John S. Witte Robert S. Witte. Statistics. Wiley, 11th edition, 2016.
- [28] Kjell Johnson Max Kuhn. Applied Predictive Modeling. Springer, 2013.
- [29] Yunqian Ma (eds.) Robi Polikar (auth.), Cha Zhang. Ensemble Machine Learning: Methods and Applications. Springer-Verlag New York, 1 edition, 2012.

