

## DAFTAR PUSTAKA

- [1] BPS, “Jumlah Perguruan Tinggi (Negeri dan Swasta) di Bawah Kementerian Pendidikan dan Kebudayaan Menurut Kabupaten/Kota, 2021 dan 2022,” 2023.
- [2] A. Kuswanto, S. Sundari, A. Harmadi, and D. A. Hariyanti, “The Determinants of Customer Loyalty in The Indonesian Ride-Sharing Services: Offline vs Online,” *Innovation and Management Review*, vol. 17, no. 1, pp. 75–85, 2020, doi: 10.1108/INMR-05-2019-0063.
- [3] Afrina eka, Robbie Petters, Victoria Fanggidae, and Maria Lauranti, “Kemacetan, Informalitas dan Inovasi Transformasi Perkotaan di Indonesia,” 2024.
- [4] S. F. Rinjani, “Analisis Pengaruh Kepuasan Pelanggan dan Kualitas Layanan terhadap Loyalitas Pelanggan Dalam Industri Jasa Gojek,” 2024.
- [5] D. Kepuasan Pelanggan Terhadap Loyalitas Pelanggan Melalui Kepercayaan Dedek Kurniawan Gultom, M. Arif, and M. Fahmi, “MANEGGGIO: Jurnal Ilmiah Magister Manajemen,” vol. 3, no. 2, 2020, doi: 10.30596/maneggio.v3i2.5290.
- [6] J. D. Keni, “Prediksi Kualitas Pelayanan Dan Kepercayaan Terhadap Loyalitas Pelanggan: Kepuasan Pelanggan Sebagai Variabel Mediasi,” 2020.
- [7] J. I. Manajemen, D. Bisnis, N. M. Widnyani, V. C. Rettobjaan, A. A. Ngurah, and B. Aristayudha, “Pengaruh Harga, Promosi Dan Inovasi Terhadap Loyalitas Pelanggan Gojek (Studi Kasus Pada Universitas Bali Internasional),” vol. 5, no. 2, 2020, [Online]. Available: <http://journal.undiknas.ac.id/index.php/manajemen>
- [8] Fifin Anggraini and Anindhyta Budiarti, “Pengaruh Harga, Promosi, dan Kualitas Pelayanan Terhadap Loyalitas Pelanggan Dimediasi Kepuasan Pelanggan Pada Konsumen Gojek,” *Jurnal Pendidikan Ekonomi (JUPE)*, vol. 8, pp. 86–94, 2020.
- [9] T. S. Ningsih, M. Dharma, T. Putra Nasution, and W. Robain, “Brand Experience and Service Quality: Key Drivers of Customer Satisfaction in Gojek Apps.” [Online]. Available: <https://ijble.com/index.php/journal/index>

- [10] X. Shi, D. Jiang, W. Qian, and Y. Liang, "Application of the Gaussian Process Regression Method Based on a Combined Kernel Function in Engine Performance Prediction," *ACS Omega*, vol. 7, no. 45, pp. 41732–41743, Nov. 2022, doi: 10.1021/acsomega.2c05952.
- [11] X. Shi, D. Jiang, W. Qian, and Y. Liang, "Application of the Gaussian Process Regression Method Based on a Combined Kernel Function in Engine Performance Prediction," *ACS Omega*, vol. 7, no. 45, pp. 41732–41743, Nov. 2022, doi: 10.1021/acsomega.2c05952.
- [12] Y. Pan, X. Zeng, H. Xu, Y. Sun, D. Wang, and J. Wu, "Evaluation of Gaussian Process Regression Kernel Functions For Improving Groundwater Prediction," *J Hydrol (Amst)*, vol. 603, p. 126960, Dec. 2021, doi: 10.1016/j.jhydrol.2021.126960.
- [13] O. Claveria, E. Monte, and S. Torra, "Regional Tourism Demand Forecasting with Machine Learning Models: Gaussian Process Regression vs. Neural Network Models in a Multiple-Input Multiple-Output Setting," *SSRN Electronic Journal*, Mar. 2018, doi: 10.2139/ssrn.2945556.
- [14] I. Azangulov, A. Smolensky, A. Terenin, and V. Borovitskiy, "Stationary Kernels and Gaussian Processes on Lie Groups and their Homogeneous Spaces II: non-compact symmetric spaces," 2024. [Online]. Available: <https://github.com/imbirik/LieStationaryKernels>.
- [15] M. Dhankar, "Streamlit Powered Multi-Disease Prediction with Machine Learning."
- [16] Fahmi Muhammad, "Kepuasan Pelanggan Terhadap Loyalitas Pelanggan Melalui Kepercayaan Dedek Kurniawan Gultom, Determinasi," vol. 3, no. 2, 2020, doi: 10.30596/maneggio.v3i2.5290.
- [17] S. Rio Sasongko and K. Penulis, "Faktor-Faktor Kepuasan Pelanggan Dan Loyalitas Pelanggan (Literature Review Manajemen Pemasaran)," vol. 3, no. 1, 2021, doi: 10.31933/jimt.v3i1.
- [18] J. Manajerial, D. Kewirausahaan, C. I. Prathama, L. Soelaiman, and P. Korespondensi, "Faktor-Faktor Yang Mempengaruhi Loyalitas Sikap Dan Loyalitas Perilaku Konsumen Kaos Rockstereo," vol. 05, no. 01, pp. 141–148, 2023.

- [19] M. Ferdila, D. Kasful, and A. Us, “Analisis Dampak Transportasi Ojek Online Terhadap Pendapatan Ojek Konvensional di Kota Jambi,” *IJIEB: Indonesian Journal of Islamic Economics and Business*, vol. 6, no. 2, p. 2021, 2021, [Online]. Available: <http://e-journal.lp2m.uinjambi.ac.id/ojp/index.php/ijieib>
- [20] Erlina F. Santika, “Aplikasi Transportasi Online Paling Sering digunakan 2024,” 2024.
- [21] “Dinamika Multikultural Masyarakat Kota Surabaya.” [Online]. Available: <http://desnantara-tamasya.blogspot.com/2011/03/peta-kota-surabaya.html>
- [22] N. Mulyaningsih, M. Asbari, and R. S. Rahmawati, “Keterampilan Berpikir Kritis dan Pemecahan Masalah Mahasiswa,” 2024, doi: 10.4444/jisma.v3i1.496.
- [23] Stephanie Glen, “Kaiser-Meyer-Olkin (KMO) Test for Sampling Adequacy,” *statistics how to*. Accessed: Jan. 09, 2025. [Online]. Available: <https://www.statisticshowto.com/kaiser-meyer-olkin/>
- [24] Jim Frost, “*Cronbach’s Alpha*: Definition, Calculations & Example,” *Statistics By Jim*.
- [25] Suryana, “Interpretasi Coefficient of Variation KSA,” *Teori dan Aplikasi Statistik*, 2018.
- [26] A. Setiawan, “Penentuan Distribusi Skewness Dan Kurtosis Dengan Metode Resampling Berdasar Densitas Kernel (Studi Kasus Pada Analisis Inflasi Bulanan Komoditas Bawang Merah, Daging Ayam Ras Dan Minyak Goreng Di Kota Semarang),” 2022.
- [27] S. Singh, “Noisy Time-Series Prediction using Pattern Recognition Techniques,” 2000.
- [28] Andraz Krzysnik, “How To Make Gaussian Noise On Image,” *Epoch House*.
- [29] “JD Edwards EnterpriseOne Applications Forecast Management Implementation Guide 9.2 JD Edwards EnterpriseOne Applications Forecast Management Implementation Guide,” 2AD.
- [30] S. Sulastri, S. Rohadi, B. Sunardi, A. N. Vita, and A. S. Prayogo, “Aplikasi Metode Mean Dan Median Absolute Deviation Pada Data Elektromagnet Sebagai Prekursor Gempa Bumi Di Pelabuhan Ratu,” *Universitas Negeri*

- Jakarta, 2017, pp. SNF2017-EPA-45-SNF2017-EPA-450. doi: 10.21009/03.snf2017.02.epa.07.
- [31] T. Beckers, “An Introduction to Gaussian Process Models,” Feb. 2021, [Online]. Available: <http://arxiv.org/abs/2102.05497>
- [32] K. Nguyen, J. Krumm, and C. Shahabi, “Gaussian Process for Trajectories,” Oct. 2021, [Online]. Available: <http://arxiv.org/abs/2110.03712>
- [33] A. Kapoor, K. Grauman, R. Urtasun, and T. Darrell, “Gaussian processes for object categorization,” *Int J Comput Vis*, vol. 88, no. 2, pp. 169–188, Jun. 2010, doi: 10.1007/s11263-009-0268-3.
- [34] J. J. Montaña Moreno, A. Palmer Pol, A. Sesé Abad, and B. Cajal Blasco, “El índice R-MAPE como medida resistente del ajuste en la previsión,” *Psicothema*, vol. 25, no. 4, pp. 500–506, 2013, doi: 10.7334/psicothema2013.23.
- [35] D. Chicco, M. J. Warrens, and G. Jurman, “The coefficient of determination R-squared is more informative than SMAPE, MAE, MAPE, MSE and RMSE in regression analysis evaluation,” *PeerJ Comput Sci*, vol. 7, pp. 1–24, 2021, doi: 10.7717/PEERJ-CS.623.
- [36] A. Camuto, M. Willetts, S. Roberts, and C. Holmes, “Explicit Regularisation in Gaussian Noise Injections.”