

APPLICATION OF DATA MINING ANALYSIS USING APRIORI ALGORITHM FOR BUYING HABITS OF CUSTOMER FROM INVENTORY DATABASE OF SINAR KARYA FURNITURE

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ABSTRAK

In this era, furniture company compete with each other tightly. Furniture company usually has several unique and interesting products. A few of products purchased by the customer in cash. The transaction receipt of customers will be saved into kind of database and the total data is so huge. Therefore, needed to analyze those kind of data using appropriate approach. Market basket analysis is one the most data analysis that often use in marketing world that purpose to determine what products are most often purchased at the same time by the customers. This study using apriori algorithm to find frequent itemsets based on sales transaction data. Apriori algorithm is a basic algorithm proposed by Agrawal & Srikant in 1994 for the determination of frequent itemset for boolean association rules. It proceeds by identifying the frequent itemsets in the database. One of example is collections of item bought by customers. This study will produce customers buying habits with association rules using apriori algorithm based on the inventory database in Sinar Karya Furniture. The result of confidence value is the customer who buy meja makan, 88.66% also buy kursi makan. And the customer who buy kursi makan, 78.9% also buy meja makan. It is done by using application software development which takes advantages of association rules with apriori algorithm.

Kata Kunci : market basket analysis, association rules, apriori algorithm, buying habits, furniture company

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In this era, furniture company compete with each other tightly. Furniture company usually has several unique and interesting products. A few of products purchased by the customer in cash. The transaction receipt of customers will be saved into kind of database and the total data is so huge. Therefore, needed to analyze those kind of data using appropriate approach. Market basket analysis is one the most data analysis that often use in marketing world that purpose to determine what products are most often purchased at the same time by the customers. This study using apriori algorithm to find frequent itemsets based on sales transaction data. Apriori algorithm is a basic algorithm proposed by Agrawal & Srikant in 1994 for the determination of frequent itemset for boolean association rules. It proceeds by identifying the frequent itemsets in the database. One of example is collections of item bought by customers. This study will produce customers buying habits with association rules using apriori algorithm based on the inventory database in Sinar Karya Furniture. The result of confidence value is the customer who buy meja makan, 88.66% also buy kursi makan. And the customer who buy kursi makan, 78.9% also buy meja makan. It is done by using application software development which takes advantages of association rules with apriori algorithm.

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