IMPLEMENTATION OF DATA MINING TO ANALYZE BUYING HABITS OF CUSTOMER USING APRIORI ALGORITHM IN CV MUBAROKFOOD CITRA PERSADA

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ABSTRAK

In today`s modern era, food business competition is very tight. Food companies with each other innovate to increase sales on service and product improvement. A showroom that is made to sell the product is needed especially in placing the items sold. Some products are bought by consumers in cash payments. The transaction data is stored in the database. Such large transaction data can be recovered to increase sales by analyzing the data by using Market Basket analysis which is useful to know what products are often bought by the customer. In this research study using a priori algorithm to find frequent itemset based on sales transaction data. Apriori algorithm is a basic algorithm that identifies frequent itemsets in a database. In this research study will produce customer buying habits with association rules using apriori algorithm based on data transaction of CV Mubarokfood Citra Persada. The result of this research is customer who buys mubarok strawberry also buy mubarok durian with 68% confidence value, calculated by using web-based application that utilizes association rules with a priori algorithm in processing the dataset

Kata Kunci   :   market basket analysis, association rules, buying habits customer, apriori algorithm, CV Mubarokfood Citra Persada

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