

PENERAPAN ALGORITMA *FREQUENT PATTERN GROWTH* PADA TRANSAKSI PENJUALAN

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ABSTRAK

Penjualan merupakan faktor penting untuk keberlangsungan produksi. Terdapat beberapa faktor yang mempengaruhi kondisi penjualan yakni daya tarik produk, daya tarik simplikasi, daya tarik harga dan daya tarik finansial. Penelitian ini bertujuan untuk menganalisa pembelian konsumen terhadap produk susu menggunakan data penjualan. Metode yang digunakan dalam penelitian ini adalah *association rule* dengan algoritma *FP-Growth*. Hasil penelitian didapat bahwa, pembelian konsumen terhadap produk susu dipengaruhi oleh daya tarik produk berupa rasa, ukuran dan kategori. Hal ini dibuktikan jika konsumen membeli susu rasa *chocolate* dengan ukuran kisaran 40-220 ml dan berkategori susu *liquid* maka penjualannya banyak dengan nilai *support* 13,76% dan *confidence* 100% dan jika konsumen membeli susu rasa plain dengan ukuran kisaran 250-400 gram, dan berkategori powder maka penjualannya lebih rendah dengan nilai *support* 3,34% dan *confidence* 100%.

Kata Kunci: *Association Rule, Data Mining, FP-Growth, Penjualan*

APPLICATION OF FREQUENT PATTERN ALGORITHM GROWTH ON SALES TRANSACTIONS

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ABSTRACT

Sales are an important factor for the sustainability of production. There are several factors that influence the condition of the sale, namely the attractiveness of the product, attractiveness of simplicity, price appeal and financial appeal. This study aims to analyze consumer purchases of dairy products using sales data. The method used in this research is association rule with FP-Growth algorithm. The results of the study found that, Consumer purchases of dairy products are influenced by the attractiveness of the product in the form of taste, size and category. This is evidenced if consumers buy chocolate flavored milk with a size range of 40-220 ml and categorized as liquid milk, the sales are many with a value of 13.76% support, and 100% confidence, and if consumers buy plain flavored milk with a size range of 250-400 grams, and categorized as powder, the sales are lower with a support value of 3.34% and 100% confidence.

Keyword : *Association Rule, Data Mining, FP-Growth, Sales*