DATA MINING IMPLEMENTATION USING APRIORI ALGORITHM TO DETERMINE ASSOCIATION RULES ON SALES OF MOTORCYCLE SPARE PARTS IN PT .AHASS AGUNG MOTOR MALANG

By

POEPY TRI HANDAYANI

NIM 12.621.064

Submitted to the Informatics Engineering Program, Faculty of Engineering Muhammadiyah University of Gresik on July 08, 2019
To meet requirements of obtaining an undergraduate degree S-1 Informatics Engineering Program

ABSTRACT

PT. Ahass Agung Motor is a consumer automotive company that includes consumer automotive parts and motorized vehicle services. Spare parts are an important part of supply chain management. Sales are one of the important factors in supporting operational sustainability at PT. Ahass Agung Motor. For that we need a system that can help determine consumer purchasing patterns. By using the sales transaction data, this system can be used as the right solution to increase the speed of the process of determining Frequent Itemset, Forming 3 itemset of 2 itemset, calculating the value of support and confidence and forming the association rules of 2-itemset and 3-itemset. Based on the table of analysis of sales transaction data in 2017, there is a rule that has the highest support level in each period from three tests with the rule 3 itemset is {Dop kfv, Kampas kph} → {Kampas kzl} while the highest rule 2 itemset is {Pad set kwb 601} → {Pad set kvb T-01} which has a positive correlation or relationship with a correlation value ≥ 1.

keywords : *Data Mining, Frequent Itemset, Confidence, Support, Metode Apriori*
Advisor : Harunur Rosyid, ST, M.Kom**.**