

ABSTRACT

The development of e-commerce sites is getting bigger along with the more sophisticated and comfortable in the use of technology provided. It is no doubt the web data on the internet is very large. But, all this data will be useful if it can discover the interesting information what lies behind. From online retailer point of view, this becomes a great potential to understand what e-customer's need. Session prediction becomes an issue that is currently an ongoing research topic. By knowing whether e-customers will only browse or buying, an e-commerce can provide a better system.

Support Vector Machine has been observed as the most suitable method for user classification in a web. Support Vector Machine is known by its technique in handling high dimensional data problem, this is because hyperplane function that can change input space into feature space. Then, create the cluster of web user navigation using Fuzzy Clustering technique that has been proven effective in handling ambiguity in the data. Fuzzy C-Means Clustering becomes an option as a method that is implemented in this final project to find information and analyze from user navigation pattern.

Keywords: E-Commerce, Session Prediction, Support Vector Machine, Fuzzy Clustering, Fuzzy C-Means