

Abstract

Market Basket Analysis is an analysis of the habits of buyers when shopping, the goal is to find out what items are purchased. This study aims to implement Fuzzy c-Covering on self-service transaction data to find out items that are often purchased by consumers and measure the performance obtained by the rule for self-service transaction data, the researchers collected self-service Sastra Mas transaction data in Bali within one year. The 1% support result is 4 associations rule and the result of the support is 0.5% which is 10 associations rule. At each additional minimum value of support is tested, it appears that the rule that is formed decreases.

Keywords: Market Basket, Fuzzy C-Covering