

ABSTRACT

Consumer behavior is the actions of individuals that directly involved in activities to obtain and use the service of good economy. Existing consumer behavior on airplane tickets consumer in early 2019 had negative perception due to high cost of airplane tickets .This study aims to evaluate the success of Public Policy on Reducing Airfare Price Ceiling based on social media Twitter users.

Researcher retrieve data using the method of crawling data from Twitter using Spyder software. The data retrieved from tweet that sent from April 1, 2019 to July 13, 2019. Researcher divide the data into 3 periods. This study uses the Association Rules method that can see the relationship between words.

The results of this study state that the Itemset that says the tickets are expensive has highest support in the second periode and the lowest in the third period. This itemset has lift ratio above 1 and high conviction value which mean it is very useful. The applied of public policy are still not effective in short term in the second period but it is starting to show success in the long ter seen in the third period.

Keywords: Consumer Behavior, Perception, Public Policy, Association Rules