

ABSTRACT

Seoul Secret is a beauty clinic located in South Jakarta. Seoul Secret beauty clinic is located at Jl. Tebet Timur Dalam Raya No.44 A. The activity of the Seoul Secret beauty clinic is to provide optimal service and treatment to meet customer needs. In early 2018 Seoul Secret created a treatment package program. There are five treatment packages offered to customers. The income of package users has fluctuated in 2019 and 2020 and did not even reach the target. The large number of customers is not proportional to the number of loyal customers. In the last three years the number of lost customers has been higher than the number of loyal customers. Therefore, Seoul Secret needs to manage customer data to be able to provide information about customers.

The purpose of this research is to segment the package users and provide marketing strategy. This study uses the K-Means algorithm clustering method and the application of the RFM model. Clustering K-Means is used as a data mining method to group customers based on the characteristics of the customer into a predetermined number of K or clusters. Meanwhile, RFM is a method for grouping data based on the attributes of recency, frequency and monetary. By combining the RFM model and Clustering Algorithm, K-Means can describe customer segmentation based on customer behavior.

Marketing strategy that can be given by Seoul Secret include providing cashback, giving vouchers, membership programs, implementing a points system, offering treatment packages plus free massage services, providing treatment bonuses, using the appointment system, adding beauty doctors and providing priority services.

Keyword : Clustering, Algoritma K-Means, RFM, Data Mining