

ABSTRACT

To achieve a business strategy that can increase the intensity of sales transactions for a product, EatAja is required to be able to utilize its transaction data to obtain information and analyze patterns of linkage and product purchasing tendencies in a transaction so that it can provide recommendations. Therefore, in this study, the association rule function with the A-Priori algorithm was used as a data mining function in making a product recommendation system in the EatAja application. This algorithm was chosen because it can process EatAja transaction data quickly and accurately in providing recommendations.

In this algorithm, the amount of data affects the accuracy and relatedness value of each product. The number of association rules generated using this algorithm also depends on the amount of data, the more data used, the more association rules will be formed. In this study, the highest average lift ratio value in the second test was 1.51, where this result indicates that the association rules formed have high validity on the EatAja transaction dataset so that they can be used as a basis for providing recommendations. The recommendation system in this study got a score of 83.87% on beta testing.

Keywords: Recommender System, Data Mining, Association Rule, Apriori Algorithm.