

ABSTRACT

One of the airports managed by PT Angkasa Pura II (Persero) is Soekarno Hatta International Airport which is the busiest aviation hub in the Southeast Asia Region and this airport is the largest airport which has 3 terminals which are divided based on the destination of the airline. One of the terminals that will be the object of research is Terminal 3 for International departures with a non-aeronautical business stream (non-aeronautical business). The non-aeronautical business at Soekarno-Hatta International Airport also consists of various business categories. These business categories include retail, advertising, food & beverages, utilities fees, lounges, duty free, land transportation, public parking and others. One of the business categories to be researched is the food & beverages category at the International Terminal 3 boarding lounge.

The purpose of this study is to find out what food & beverages products are most often purchased in the international boarding lounge area of Terminal 3 Soekarno-Hatta using the concept of market basket analysis, increase product sales from tenants using a cross selling strategy, and provide recommendations for increased purchases. transactions on the order management tenant service at the Terminal 3 international boarding lounge using association rules.

The data collection method is carried out using secondary tenant data, originating from transaction data for purchasing products made by customers through the E-Pos Collection System (ECSyS) platform belonging to PT Angkasa Pura II (Persero). Data processing for associations is carried out using the R Studio application with following the criteria of Confidence, Support and Lift as well as by searching for product items that are frequently purchased by customers (Frequently Items). Based on the results of the research, using this cross selling method can be used by tenants as a method to determine the right policy and as a 4P marketing strategy for food & beverages tenants based on the results of association rules to be able to provide product promotion program materials more precisely on target.

Keywords : *Market basket analysis, Cross Selling, Frequently Item, Association Rules*