

ABSTRACT

In the coffee business, competition between coffee shops is currently very tight. Pricing decisions at a coffee shop will significantly influence the demand and income of other coffee shops. Dynamic pricing is a pricing tool used to adjust prices to respond to market fluctuations and demand uncertainty. In the coffee industry itself, the dynamic pricing strategy that is commonly adopted is the provision of price discounts obtained from dynamic model optimization. The aim of this research is to propose a policy for determining discounts using a dynamic pricing model in coffee shops according to problems in coffee shops for various drink variants sold through delivery applications based on consumer demand. In the first stage, the author determines the price and the history of demand at the coffee shop. Carry out model verification with the main focus of the model verification process being to ensure that the model can be relied on in producing accurate predictions or decisions based on available data. Next, the author calculates revenue and optimizes the dynamic pricing model. The results of this research propose a pricing policy to maximize profits in coffee shops.

Keywords — [*dynamic pricing, revenue*]

LEMBAR PENGESAHAN

Tugas Akhir dengan judul :

**KEBIJAKAN PENETAPAN POTONGAN HARGA MINUMAN
PADA LAYANAN PESAN ANTAR *ONLINE* MENGGUNAKAN
MODEL *DYNAMIC PRICING* UNTUK MEMAKSIMALKAN
PENDAPATAN PADA KEDAI KOPI XYZ**

Telah disetujui pada sidang Tugas Akhir

Program Studi S1 Teknik Industri

Fakultas Rekayasa Industri

Universitas Telkom

Oleh :

Alya Nurul Muthia

1201184066

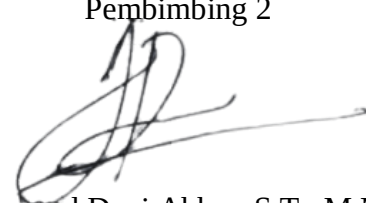
Bandung, 20 Juni 2024

Disetujui oleh,

Pembimbing 1

Ari Yanuar Ridwan, S.T., M.T.
14780007

Pembimbing 2


Dr. Mohammad Deni Akbar, S.T., M.Math.
19870001

HALAMAN PERNYATAAN ORISI