

ABSTRACT

Once the importance of the information in this life, especially in the world of health information. In a hospital, the daily sales transaction data obtained may accumulate. Therefore, an application which implements data mining is needed to obtain useful information from these data. Among the benefit of data mining is for decision making in a hospital.

The Technique used in this data mining application is association rule with apriori algorithm. This apriori algorithm performs iterative process to produce a combination of items that have a high frequency pattern, based on support and confidence threshold values given by the user. This technique analyzes the combination of product purchase patterns which are frequently purchased together by customer hospital based on transaction data. The resulting application was able to determine the correlation between the various items that were purchased in the form of association rules.

The results obtained in this thesis is a decision or rules that contains a combination of items that have a high degree of accuracy by analyzing the habits of consumers buy drugs in hospitals on a monthly basis so as to show the association of drug sales data in PMI Bogor Hospital.

Keywords: Apriori, Data Mining, Association Rules, Support, Confidence