

# Penyusunan sistem rekomendasi produk di situs web e-commerce Indonesia berdasarkan pola belanja dengan menggunakan web usage mining = Organizing a product recommendation system in e-commerce website Indonesia based on customers purchase behaviour using web usage mining

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## Abstrak

Peningkatan persaingan dan kunjungan di situs web e-commerce shopping mall di Indonesia perlu disertai dengan meningkatkan strategi Customer Relationship Management CRM . Strategi yang bisa digunakan adalah peningkatan kualitas pelayanan, hal ini bisa di implementasikan melalui penyusunan sistem rekomendasi produk di situs web e-commerce tersebut. Untuk menyusun sistem tersebut, penggalan pola asosiasi produk dilakukan dengan memanfaatkan data web log yang berisi data navigasi dan pola kebiasaan pelanggan. Hal tersebut diakomodasi oleh metode web usage mining yaitu association rules. Algoritma yang digunakan adalah algoritma yang memberikan input asosiasi berdasarkan frekuensi item, yakni algoritma Apriori. Untuk menguji dan menyeleksi pola yang dihasilkan, objective interestingness measure dilakukan dan menghasilkan 25 luaran pola asosiasi.

*An increasing of competition and visitors on e commerce shopping mall websites in Indonesia, need to be accompanied by improving Customer Relationship Management strategy. A strategy that can be used is improving the quality of services, it can be implemented through the preparation of product recommendation system on the e commerce website. To compile the system, pattern recognition of product association is conducted by utilizing weblog data which contains navigation data and customer behavior pattern. It is accommodated by web usage mining method that is association rules. The algorithm applied is an algorithm that provides input association based on item frequency, i.e Apriori algorithm. To test and select the resulting pattern, objective interestingness measure was performed and yields 25 outcomes of the association pattern.*