ABSTRACT

REDESIGN PRODUCTS LAYOUT WITH THE ASSOCIATION RULES ON DATA MINING
(*Case Study Lucky Shop Palembang*)

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Lucky Shop is one of the industry engaged in the sale of equipment materials and supplies birthday cake. Encountered in the performance there are things that become obstacles to the service to consumers, in searching for products to buy consumer should shop around. This happens because grouping the products in the store that have relevance has not been done, so that the position of a product having a relationship and that is not tailored to the needs of consumers. At Lucky Shops there are 108 types of products, consists of supplies birthday products and supplies baking ingredients. From the initial survey conducted 38 of 50 consumers buy coasters also bought cake box, but in the arrangement between the position of the saucer and cake boxes apart. In the grouping can be done using data mining with association rules. Data mining can help to find and discover interesting patterns from existing data. This problem using association rules because of association rules can be used to help classify or adjust the position of the product and in accordance with the existing problems at Lucky Shop. Data processing was performed using SPSS Clementine 10.1. Based on 30 sample purchase orders for a total inferred display rack obtained before the implementation of the overall distance traversed obtained amounted to 23746.5 cm and for obtained after implementation of 14103.5 cm so that the difference of distance before and after is 9643cm or reduced by 40.61% stating which millage through by consumers before implementation is quite far after behind after doing implementation. Level of difficulty consumers find the desired product is reduced by the average yield on every questionnaire that had increased after implementation. This shows that consumers can easily find the products to be purchased by at 6.04%.

Keywords: Data Mining, Association Rules, Layout Products, The Difficulty Level Of Consumer