

Abstract

Competition in the business world, especially in the pharmacy industry, forced the business developers find a strategy that can increase drug sales. One way is by giving discount on certain combinations of drugs that are often purchased concurrently. This can be done using market baskets analysis techniques, namely analyzing consumer spending habits. Data mining is a method of processing hidden information from a large data base of information. There are various methods for implementing data mining, one of which is the Apriori Algorithm. Apriori's Algorithm is data retrieval algorithm with associative rules to determine an associative relationship combination of items. This research was conducted with perform association analysis on drug transaction data using the Apriori Algorithm. The analysis was carried out with comparing the result of the association analysis with Algorithm Apriori and analysis without using methods. Result of the analysis this is done by testing the data mining, namely the lift. Analysis association with 2-itemset using Apriori Algorithm on 700 data (209 sales transaction) result in 6 a rule with 2 rules that result in a lift value of 2.09 and 1.3 for 12 second. Analysis of associations with 3-itemset use algorithm apriori against 200 record (62 transactions sales) produces 33 rules with an elevator value of less than 1 in 23 seconds. So it can be concluded that the Apriori Algorithm can be used for analyze consumer spending habits to produce rules or rules that contain a combination of drugs.

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So it can be concluded that the Apriori Algorithm can be used for analyzed consumer spending habits to produce rules that contain a combination drugs.