

**Penerapan Algoritma Apriori Untuk Menentukan Pola Pembelian Pelanggan  
Pada UD Sri Rejeki**

*Application of Apriori Algorithm to Determine Customer Purchase Patterns at  
UD Sri Rejeki*

Pembimbing (1 orang)

Prawidya Destarianto, S.Kom, M.T

*Study Program of Informatics Engineering*

*Majoring in Information Technology*

Program Studi Teknik Informatika

Jurusan Teknologi Informasi

**ABSTRACT**

Every day transaction data and goods data at UD Sri Rejeki are increasing, making it difficult to know customer needs. Transaction data is also only used as an archive. So an analysis of sales transaction data is needed so that customer purchasing patterns can be generated that can be used to determine future business strategies. The input from this system is transaction data and goods data at UD Sri Rejeki, then the data is processed using a priori algorithm so that the output is a website that displays customer purchasing patterns and recommendations for goods at UD Sri Rejeki.

**Keywords** : Algoritma Apriori, Pola Pembelian Pelanggan