

**IMPLEMENTATION OF MARKET BASKET ANALYSIS METHOD IN
ONLINE STORE (CASE STUDY OF MARISTORE STORE)**

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ABSTRACT

Density of activity in general causes a lack of time to shop. This has triggered the emergence of a new variety of shopping, namely online shopping / online shopping. Through an online shop, buyers can make time and energy efficiency because buyers can easily make transactions without being limited by time and must be at the location of the sale of goods. For sellers, by selling goods online, the capital spent to open a place of business can be reduced. The sales area covered will be wider, and the buyers who make transactions are not limited. The transaction process can take place at any time because it is controlled by a system. The Market Basket Analysis method is one of the methods used to analyze buying patterns that have occurred to determine the magnitude of the relationship between products. Based on certain patterns in the analyzed transactions, the magnitude of the relationship between these products can be calculated and other related products are recommended according to the formula that applies to the Market Basket Analysis method.

Key words : E-Commerce, Market Basket Analysis