

**FORECASTING SYSTEM SALES FOR SUZUKI CAR UNITS USING THE
WEIGHTED MOVING AVERAGE METHOD (CASE STUDY PT. UNITED
MOTORS CENTER JEMBER BRANCH)**

Prawidya Destarianto

Study Program of Informatics Engineering
Majoring in Information Technology

ABSTRACT

Sales System at PT. United Motors Center, namely by means of the branch office providing several units that are ready to be shipped to buyers. However, if the buyer wants a type of car that at that time is not available at the branch office, an indent system will apply, namely submitting the unit to the head office and waiting for the unit to be sent to the branch office. The process takes a long time, so the buyer cancels the transaction and buys a car elsewhere. In addition, the stock at the branch office has to be sold out, so marketing parties often have difficulty in using up the stock at the branch office. Therefore, a study was conducted using the Weighted Moving Average method with three-period sales parameters and the existence of a big day celebration which resulted in soaring market demand. Then compared to finding the error value using the MAD and MSE methods to predict sales of Suzuki cars in the following months.

Keywords : sales, forecasting, car, testing