



**DETERMINING BUNDLING SERVICES FOR
SALON ADMINISTRATORS USING
APRIORI ALGORITHM**

UNDERGRADUATE THESIS

Submitted as one of the requirements to obtain

Sarjana Komputer (S.Kom.)

By:

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FACULTY OF COMPUTER SCIENCE

INFORMATICS STUDY PROGRAM

CIKARANG

September. 2023

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**DETERMINING BUNDLING SERVICES FOR
SALON ADMINISTRATORS USING APRIORI
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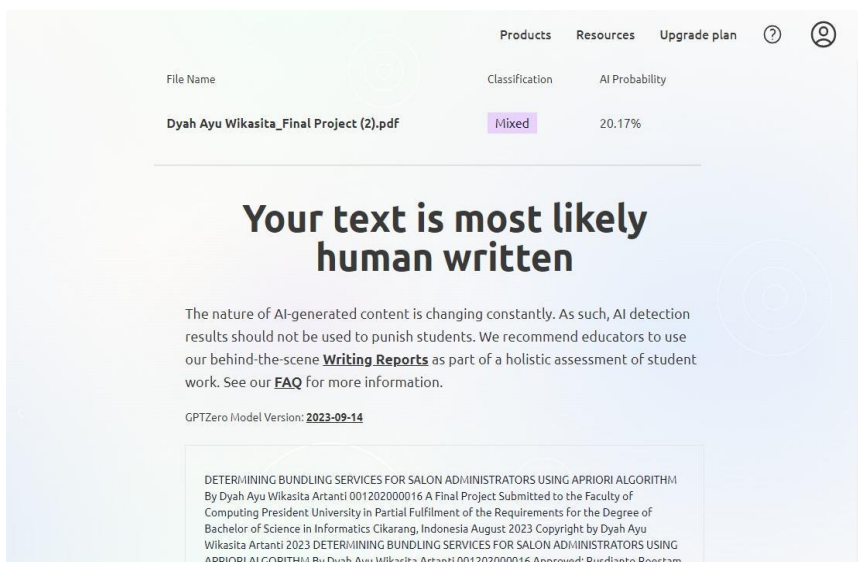
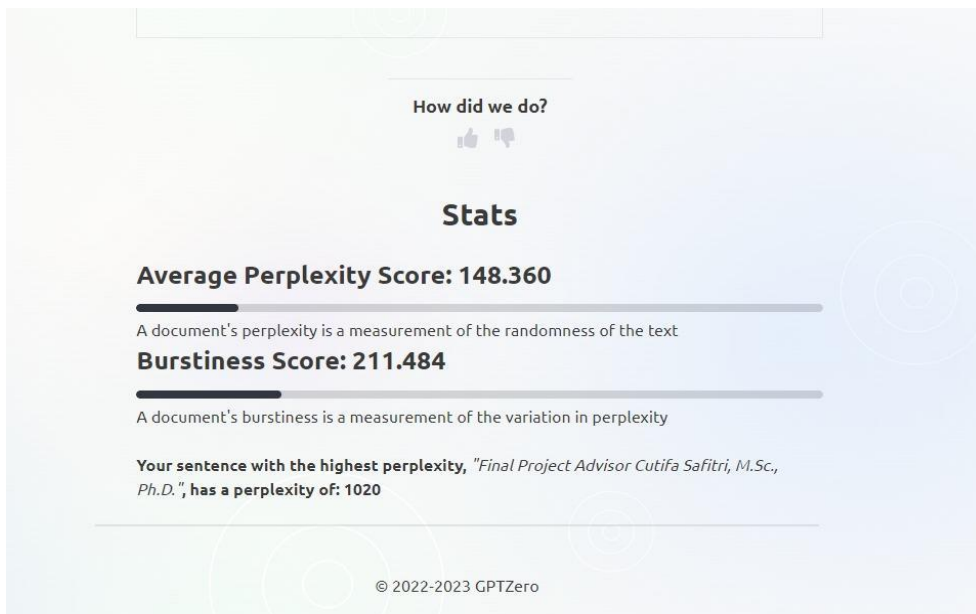
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ABSTRACT

Optimizing customer pleasure and experience is crucial in the world of service companies. The difficulties salon administrators experience in coming up with efficient service bundling techniques are addressed in this project. The goal of this study is to improve the decision-making process for developing service bundles that are in line with consumer preferences and corporate goals by utilizing the Apriori algorithm, a well-known association rule mining tool. The suggested method entails gathering and analyzing past transaction data from client interactions at the salon. The Apriori algorithm can be used to identify frequently occurring services, exposing hidden patterns in client preferences. Then, based on these patterns, service bundles are created to meet the various needs of clients and encourage cross-selling.

This project contributes to the automation and optimization of service bundling decisions through the use of the Apriori algorithm. Offering customized and pertinent service packages improves the overall customer experience while also streamlining the process for salon administrators. The findings of this study offer useful information about service bundling tactics that promote customer loyalty and increase business income.

Keywords: Service bundling, Apriori algorithm, association rule mining, customer experience, salon administration.

DEDICATION

I would like to dedicate this thesis report to my loving family, my Mom (Puji Artanti) and my Dad (Widarto) whose unwavering support and encouragement have been my pillars of strength throughout this journey. Your belief in me and constant motivation have kept me focused and determined to achieve my goals. Thank you for always being there for me, providing a nurturing environment, and inspiring me to reach for the stars. To my friends and colleagues, thank you for your camaraderie, discussions, and brainstorming sessions, which have enriched my understanding and expanded my horizons. Your support and collaboration have made this research experience more rewarding.

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