ABSTRACT

The phenomenon of changes in shopping behavior of some people, from offline to online today has resulted in the growth of the restaurant business in Indonesia. As a fast food restaurant market leader in Indonesia, KFC uses the web and mobile apps as a way to facilitate relationships with its customers through digital services. Based on transaction data via web and mobile apps, the average number of transaction orders during the 2018 period was 10,208 transactions / month which decreased to 50% from 2017. It is necessary to get to know the characteristics of KFC customers and see customer buying behavior so that the transaction orders can increase.

The purpose of this study was to determine the KFC Home Delivery customer segmentation represented by LRFM (Length, Recency, Frequency, and Monetary) modeling using K-Means algorithm. It also knows which products are most often purchased and what products are possible to buy simultaneously with the association rules approach. So that the results of this segmentation will be used as a recommendation for KFC in increasing the purchase of transactions on web services and mobile apps.

The data collection method is using KFC secondary data derived from KFC product purchase transaction data made by customers via the web and mobile apps during the period October 2018 to October 2019. Data processing for segmentation and association is done using the SPSS Modeler application.

Based on the results of data processing, there are 5 customer segments consisting of Platinum, High Value Loyal Customers, High Value New Customers, Potential To Lost and Lost Customers. Evaluate the model using the silhouette index and enter the Good category. The priority target is the Platinum customer segment by offering products with Highly Associated product bundling offers such as Super Mantap, Super Besar 1, Fun Fries and High Value Loyal Customer customer segments by offering with Highly Associated product bundling offers such as Spaghetti Deluxe, Fish Fillet, Cream Soup and French Fries

Based on the research results, this research method can be used by KFC as a method to get to know its customers so that they can determine the right promotion for customers who make transactions on the web and mobile apps. KFC can conduct behavioral targeting based on the results of clustering models and association rules to be able to provide promotional program material that is more targeted

Keywords: Association Rules, Clustering, RFM, Segmentasi