ABSTRACT

A coffee shop is a business unit that generally sells the main product as coffee drinks. In the current era, running a coffee shop business is helped by food and drink delivery services, such as Gojek and Grab. You must design a strategy to increase product sales when running a coffee shop business. A common marketing strategy is using product bundles. Product bundles are donsce by selling two or more products in 1 package, usually with a discount. In this research, the author carried out data mining on sales data belonging to Authen Café & Space to produce product bundles. This research combines clustering and association rules mining to create product bundles. The clustering process resulted in three effective clusters. Each cluster is then subjected to association rules mining. The clustering results in the first cluster producing six rules, the second producing four rules, and the last producing eight rules. The suggested product bundles are taken from the rules by considering the support, confidence, and lift ratio metrics. The product bundles applied to the first cluster are es kopi susu karamel with es kopi susu aren, ayam rica-rica with ayam popcorn dabu-dabu, and ayam rica-rica with es kopi susu aren. The product bundles that can be applied to the last cluster are pisang aroma with *es kopi susu karamel* and *tahu lada garam* with *es kopi susu aren.*

Keywords— product bundle, clustering, association rules, k-means, fp-growth