

ABSTRACT

Thesis Title : THE APPLICATION OF K-MEDOIDS ALGORITHM IN CUSTOMER CLASSIFICATION AS A SUPPORT FOR CUSTOMER RELATIONSHIP MANAGEMENT AT PT. CITRA KARYA PRIMA MANDIRI (CKPM)

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This research investigates the application of customer classification using the K-Medoids algorithm in developing a Customer Relationship Management (CRM) strategy at PT. CKPM. The objective is to understand customer behavior patterns through grouping based on characteristics and purchasing patterns.

Customer data from PT. CKPM was collected and processed for classification analysis. The K-Medoids algorithm was applied to form homogeneous customer groups. The classification results were integrated into the existing CRM strategy, enabling PT. CKPM to provide customized services.

The research results provide insights into customer purchasing patterns and preferences, helping to identify valuable and potential customer groups. The application of classification in CRM is expected to improve customer retention, satisfaction, and overall customer value.

Keywords: Customer Classification, Customer Relationship Management, K-Medoids Algorithm, Purchase Analysis, Customer Service, Customer Value.

ABSTRAK

Judul Skripsi : **PENERAPAN ALGORITMA K-MEDOIDS
DALAM KLASTERISASI PELANGGAN
SEBAGAI PENUNJANG CUSTOMER
RELATIONSHIP MANAGEMENT PADA PT.
CITRA KARYA PRIMA MANDIRI (CKPM)**

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Penelitian ini menginvestigasi penerapan klasterisasi pelanggan menggunakan algoritma K-Medoids dalam pengembangan strategi Customer Relationship Management (CRM) di PT. CKPM. Tujuannya adalah untuk memahami pola perilaku pelanggan melalui pengelompokan berdasarkan karakteristik dan pola pembelian.

Data pelanggan dari PT. CKPM dikumpulkan dan diproses untuk analisis klasterisasi. Algoritma K-Medoids diterapkan untuk membentuk kelompok pelanggan yang homogen. Hasil klasterisasi diintegrasikan ke dalam strategi CRM, memungkinkan PT. CKPM menyediakan layanan yang disesuaikan.

Hasil penelitian memberikan wawasan tentang pola pembelian dan preferensi pelanggan, membantu mengidentifikasi kelompok pelanggan berharga dan potensial. Penerapan klasterisasi dalam CRM diharapkan dapat meningkatkan retensi, kepuasan, dan nilai pelanggan secara keseluruhan.

Kata Kunci: Klasterisasi Pelanggan, Customer Relationship Management, Algoritma K-Medoids, Analisis Pembelian, Layanan Pelanggan, Nilai Pelanggan.

