

ABSTRACT

APPLICATION OF C45 ALGORITHM TO CLASSIFICATE TRAVELOKA CUSTOMER HOTEL STARS

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Advances in knowledge technology today cannot be separated from computer equipment, the use of computers has reached almost all fields in the activities of human life, both in education, organizations, companies and the general public. The need for information services is very important, in predicting customer loyalty, including in the tourism sector. The purpose of this report is to be able to classify star hotels in various cities including the Special Region of Yogyakarta which is still not neatly arranged on the data in OSEE, requiring an algorithm in data processing, one of which is data mining.

This study uses data collection methods by interviewing and asking for data directly from the PKL field supervisor. Data processing in this study uses the C45 Algorithm and rapid miner software.

This research is generated from the internship report by entering hotel price data on Traveloka every 09.00-10.00 WIB and 15.00-16.00 WIB on the spreadsheet link provided.

The conclusion in this study is that in data processing, which amounts to 50 hotel lists available in the Special Region of Yogyakarta, the 24-hour receptionist gets the top root node with a weight of 0.153. Suggestions for further research can be added to the results of accuracy in the research to be carried out.

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