**ABSTRACT**

***Nicholas Tunggal / 48140099 / A Comparative Analysis of the Level of Services Satisfaction in Alfamart and Indomaret Using the C4.5 Algorithm / Advisor: Supriyanto Karya, S.Kom., M.M., M.Kom.***

*This research was conducted because of the low level of accuracy in processing the analysis of service satisfaction levels in a traditional or manual way, the lack of systems that apply data to produce information on the level of satisfaction with Alfamart and Indomaret services. One of the benefits that can be given from this research can help provide input for the development of Alfamart and Indomaret retail companies in various marketing and development policies to increase consumer satisfaction.*

*In its application, data mining is a process that uses statistical techniques, mathematics, artificial intelligence, and machine learning to extract and identify useful information and related knowledge from various large databases. This research was conducted using the C4.5 algorithm technique.*

*The study was conducted using a questionnaire technique that was distributed to 1000 respondents who were registered as Alfamart and Indomaret customers. Data is processed using the RapidMinerStudio software and displayed using Microsoft Access software.*

*The test results of this study indicate that consumers are satisfied with Alfamart and Indomaret services with an accuracy rate of 98.6% and included in the excellent classification using Confusion Matrix.*

***Keywords : Data Mining, Customer Satisfication, Alfamart and Indomaret, C4.5 Algorithm, RapidMiner, Microsoft Access***