# ABSTRACT

Erik / 42140369 / 2019/ Data Mining Analysis To Measure Transjakarta Consumer Satisfaction Using the C4.5 Algorithm method. (Study Case: PT Transjakarta) / Advisor: Elis Sondang D.T., S. Kom., M.M., M. Kom.

The reasoning behind this research is to remind us how important a public transportation is, especially in the capital city of Jakarta. That is why customer satisfaction from public transportation need to be monitored regularly so that it can meet the customer satisfaction. In addition there is multiple algorithm that can be used and sometimes it is really hard to choose what method is the better.

In this research the writer will use data mining concept to analyze consumer satisfaction using C4,5 algorithm. The purpose is to give an image of customer satisfaction thorough this research especially in Jakarta. Next, the author conduct a questionnaire to gather data that will be processed using C4.5 algorithm. The author will be using a CRIPS-DM based model or Cross Industry Standard Process for Data Mining .

In this study, the author also used likert measurement, in order to measure customer satisfaction. There is also demographic centered question so that the reader can know the type of consumer using this public transportation. After processing the questionnaire, the writer will try to find the gain and entrophy that will be used in order to find the root for the decision tree. This root is taken from the highest gain number that have been calculated.

The result of this study show that the empathetic aspect of service is the highest between all five. Also using the K-Fold Validation method, the author can determine the accuracy of the model that have been build. It is shown that using 10 repetition will give the best result out of three test.

The conclusion of this research shown that overall, consumer of Transjakara is satishfied with Transjakarta. In the future we hope that this transportation method can be further improved in hope that they can give the best experience to its customer

Keywords: *Measuring Satisfaction Level, Data Mining, Customer Satisfaction, Decision Tree, C4.5, Rapid Miner.*