

## ABSTRAK

**Wiwien Widhyastuti, Luh Putu** (2022), *Customer Profiling berdasarkan Model RFM dengan Metode K-Means pada Institusi Pendidikan untuk Menunjang Strategi Bisnis di Masa Pandemi Covid-19.*

Tesis, Ilmu Komputer, Program Pascasarjana, Universitas Pendidikan Ganesha.

Tesis ini sudah disetujui dan diperiksa oleh Pembimbing I : Dr. I Nyoman Sukajaya, M.T. dan Pembimbing II : Kadek Yota Ernanda Aryanto, S.Kom., M.T., Ph.D.

*Kata-kata kunci :* customer profiling, strategi pemasaran, model RFM, metode K-Means.

Idealnya sebuah perguruan tinggi harus bisa beradaptasi untuk tetap membuat bisnisnya bertahan dan berkelanjutan dalam situasi apapun, seperti pandemi saat ini yang berdampak pada berbagai sektor termasuk sektor pendidikan seperti perguruan tinggi X di Denpasar, Bali. Berdasarkan data pada bagian pemasaran di perguruan tinggi X, terdapat penurunan jumlah penerimaan mahasiswa baru jika dibandingkan saat kondisi normal dengan saat pandemi berlangsung serta belum teridentifikasinya profil kelompok pelanggan potensial di perguruan tinggi tersebut. Solusi yang dapat dilakukan adalah melakukan identifikasi karakteristik pelanggan potensial / *customer profiling* pada perguruan tinggi X sehingga dapat diketahui kelompok pelanggan potensial pada perguruan tinggi X. *Customer profiling* dilakukan dengan Model RFM (*Recency, Frequency, Monetary*) dan metode *data mining*, yaitu *K-Means* terhadap data transaksi mahasiswa selama tahun 2019 - 2020. Penelitian ini bertujuan untuk mengidentifikasi profil karakteristik pelanggan yang ada pada perguruan tinggi X dan mendapatkan rekomendasi strategi pemasaran di masa mendatang berdasarkan hasil *profiling* tersebut. Berdasarkan hasil analisis didapatkan karakteristik dari empat (4) kelompok profil pelanggan pada Perguruan Tinggi X, yaitu "Sangat Potensial", "Potensial", "Netral" dan "Tidak Potensial". Kelompok "Sangat Potensial" dan "Potensial" terlihat memiliki kebiasaan pembayaran yang paling tinggi kombinasi skor RFM-nya dan bisa dijadikan prioritas target pemasaran. Sedangkan kelompok "Netral" dan "Tidak Potensial" memiliki kombinasi RFM yang lebih rendah, namun tetap bisa menjadi target pemasaran yang non prioritas. Kemudian didapatkan juga rekomendasi strategi pemasaran yaitu strategi retensi untuk kelompok "Sangat Potensial" dan "Potensial", strategi *Up Sell* untuk kelompok "Sangat Potensial", "Potensial" dan "Netral", strategi *Cross Sell* untuk kelompok "Sangat Potensial", "Potensial" dan "Netral" serta strategi promosi untuk seluruh kelompok pelanggan di Perguruan Tinggi X.

## **ABSTRACT**

**Wiwien Widhyastuti, Luh Putu** (2022), *Customer Profiling based on the RFM Model with the K-Means Method in Educational Institutions to Support Business Strategies during the Covid-19 Pandemic.*

*Thesis, Computer Science, Graduate Program, Ganesha University of Education.*

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*Ideally, a university must be able to adapt to keep its business sustainable and sustainable in any situation, such as the current pandemic which has an impact on various sectors including the education sector such as college X in Denpasar, Bali. Based on data from the marketing department at college X, there is a decrease in the number of new student admissions when compared to normal conditions with the time of the pandemic and the profile of potential customer groups at the university has not yet been identified. The solution that can be done is to identify the characteristics of potential customers / customer profiling at college X so that it can know the potential customer groups at college X. Customer profiling is done by using the RFM (Recency, Frequency, Monetary) Model and data mining methods, namely K-Means on student transaction data for 2019 - 2020. This study aims to identify the profile of existing customer characteristics at College X and obtain recommendations for future marketing strategies based on the results of the profiling. Based on the results of the analysis, the characteristics of four (4) groups of customer profiles at College X, namely "Very Potential", "Potential", "Neutral" and "No Potential". The "High Potential" and "Potential" groups appear to have the highest payment habits combined with their RFM scores and can be prioritized for target marketing. While the "Neutral" and "No Potential" groups have a lower RFM combination, but they can still be non-priority marketing targets. Then obtained marketing strategy recommendations, namely retention strategies for the "Very Potential" and "Potential" groups, Up Sell strategies for the "Very Potential", "Potential" and "Neutral" groups, Cross Sell strategies for the "Very Potential", "Potential" groups. " and "Neutral" as well as promotional strategies for the entire customer group at College X.*