

BEHAVIOR ANALYSIS OF YOUNG ADULT CONSUMERS IN SURABAYA AND MALANG IN PURCHASE OF SPORT CLOTHES USING DATA MINING

Iwan Suryawijaya¹, Novenda Kartika Putrianto², Purnomo³
Universitas Ma Chung

Abstract

Garment is one of the industries in Indonesia that helps the country's growth. When buying sportswear, every consumer has different behavior. The sports industry in Indonesia continues to grow rapidly. Each sportswear has a different dimensional aspect and has a different impression quality. In Indonesia, there is no research that explains the aspects that must be attached to a type of sportswear. The data collection process is carried out by collecting respondents according to the desired target respondents, namely men and women in the metropolitan city of Surabaya and the non-metropolitan city of Malang. With a predetermined age range between 18-25 years. Data processing is carried out by preprocessing data mining so that data mining classification and association can be carried out. Mining data processing is done using Rapidminer software. The questionnaire was divided into two, namely the questionnaire on buying patterns of clothing and the questionnaire on aspects of sportswear. The results of the analysis using the data mining classification method showed that the decision tree of the pattern of buying men's clothing was more inclined to choose clothes made of polyester, dryfit, nylon, and cotton. Meanwhile, women are more inclined to choose clothes made of polyester, dryfit, nylon, cotton, and spandex. Aspects on the sportswear needed are divided into 5, namely very unimportant, unimportant, neutral, important, and very important. Aspects obtained from sportswear for swimming, bicycles, jogging can be used as a reference for companies in making clothes that are suitable for consumers. The results of processing association rules from the sportswear questionnaire that are most often purchased are obtained 10 rules or rules. Where the ten rules are close to confidence 1 which means a high level of precision.

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