

# BEHAVIOR ANALYSIS OF YOUNG ADULTS IN THE PURCHASE OF CLOTHING USING DATA MINING CLASSIFICATION AND ASSOCIATION METHODS IN MALANG AND SURABAYA CITY

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## ABSTRACT

*One of the industrial sectors that helped in the growth and recorded the largest growth in Indonesia is the garment industry. Factors that influence purchasing decisions are culture, social class, family, and group. There are four factors used in buying clothes, namely physical appearance, physical performance, expressive and extrinsic. In addition to knowing the aspects of clothing, the pattern of the relationship between each type of clothing also needs to be considered.*

*The research was conducted to determine the pattern of clothing purchases made, what aspects the respondents wanted in the clothes studied and the relationship patterns to the types of clothing studied by the respondents. The association method is used to look for patterns that are often seen among many transactions, each transaction will consist of several items. Data mining classification is a method used to find models that are described with different data classes or concepts that function to predict the class of objects that are already known. Data were obtained by distributing online questionnaires. The objects in this study were men and adults aged between 18-25 years. The types of clothing studied were polo shirts, shirts, and jeans.*

*The types of clothing most frequently purchased by male and female respondents were short-sleeved shirts and short-sleeved shirts. the number of important and very important aspects of jeans according to male and female respondents is 19 aspects, there are 15 aspects for shirts and 14 aspects for polo shirts. Types of clothing that have a relationship pattern are short-sleeved shirts, short-sleeved shirts, long-sleeved shirts, jeans, cloth trousers, and cloth skirts.*

**Keywords:** *Clothing, Consumer Behavior, Aspects on clothing, Association Method Relationship Pattern, Classification Method, Purchase Pattern*