

Perancangan tata letak produk pada toko tradisional menggunakan metode market basket analysis = Design of product placement layout in the traditional store using market basket analysis

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Abstrak

Dalam menghadapi persaingan bidang ritel bahan bangunan tradisional, ritel perlu menerapkan strategi untuk mempercepat proses pelayanan. Pengaturan tata letak produk dengan mempertimbangkan hubungan asosiasi antar produk dan tingkat frekuensi pengambilan produk dapat meningkatkan efisiensi order picking. Dengan menggunakan market basket analysis melalui metode association rule dan strategi storage assignment dengan class-based storage, studi ini merancang tata letak produk untuk meningkatkan efisiensi pelayanan. Hasilnya diperoleh 6 asosiasi produk antar kategori dan 3 klasifikasi produk berdasarkan frekuensi pengambilan produk.

Facing competition in the field of traditional building materials retail, retail needs to implement a strategy to accelerate the service process. Design of product placement layout by considering the association relationship between the product and the level of frequency of taking the product can improve the efficiency of order picking. By using market basket analysis through association rule method and storage assignment strategy with class-based storage, the study design product placement layout to improve service efficiency. The result found 6 association rules between the product category and 3 classification products based on the frequency of taking the product.