

USING DATA MINING TO ANALYZE USAGE PATTERN OF MOBILE PROVIDERS (CASE STUDY PT. XL AREA SALATIGA)

¹ANDREAS ARTAHSASTA TAROREH, ²DANNY MANONGGA, ³ADE IRIANI

^{1,2,3}Information System Departement, SATYA WACANA CHRISTIAN UNIVERSITY

E-mail: ¹andreas_artahsasta@yahoo.com, ²dmanongga@gmail.com, ³ade.iriani@staff.uksw.edu

ABSTRACT

Data mining is one of the disciplines in computer science that explores the useful information about individual trends and segments. The numbers of mobile operators in Indonesia and high consumer displacement cause the competition among the operators to provide service and rate that attract users. PT. XL Axiata (XL) as the second biggest cellular providers in Indonesia gives special rate to the members of target community. The purpose of this study was to analyze the usage patterns of service build from XL community members who belong to groups of workers and students by conducting data mining using a pivot table on the users' profile and consumer service usage data for three consecutive months. The data was processed and analyzed to determine the marketing strategy in accordance with consumer needs in order to improve loyalty. The results of processing data showed that the variable of occupation and sex have effect on the usage patterns of service which emerged. Moreover, the internet service was a service that provides intake for most major mobile operators. By analyzing the usage patterns of community members, it can assist the service providers in determining the marketing strategy according to user needs.

Keywords: *Data Mining, Pivot Table, Usage Pattern*