TABLE OF CONTENT

ABSTRACK v
ABSTRAK vi
ACKNOWLEDGMENT vii
TABLE OF CONTENT viii
LIST OF FIGURES xi
LIST OF TABLES xii

CHAPTER I INTRODUCTION 1
1.1 Background 1
1.2 Research Questions 7
1.3 Research Objective 7
1.4 Research Scope 8
1.5 Research Outline 8

CHAPTER II LITERATURE REVIEW 10
2.1 E-Commerce 10
2.1.1 Definition E-Commerce 10
2.1.2 Type of E-Commerce 11
2.2 Customer Behavior 13
2.3 Online Purchase Intention 14
2.4 Intercategory Product Relationship 15
2.4.1 Product Categorization 16
2.4.2 Intercategory Effect 17
2.4.3 Extended View of Intercategory Relationship 18
2.5 Bundling 19
2.6 Product Recommendation 21
2.7 Customer Segmentation 22
2.7.1 RFM-D Analysis 22
2.7.2 K-Means Clustering 23
2.8 Customer Profiling 26
2.9 Market Basket Analysis 27

2.9.1 Association Rules Mining 27
2.9.2 Apriori Algorithm 30
2.10 Multiple Linear Regression 31
2.11 Relationship between Data Variables 32

CHAPTER III RESEARCH METHODOLOGY 37
3.1 CRISP-DM 37
3.2 Business Understanding 38
3.3 Data Understanding 40
3.4 Data Preparation 40
3.5 Modeling 42
3.5.1 RFM-D Analysis 42
3.5.2 K-Means Clustering 45
3.5.3 Market Basket Analysis 46
3.5.4 Multiple Linear Regression 51
3.6 Evaluation 54
3.7 Deployment 54

CHAPTER IV RESULTS AND DISCUSSION 56
4.1 Descriptive analysis 56
4.2 RFM-D Analysis 58
4.3 Cluster Analysis 60
4.4 Cluster Profiling 65
4.5 Market Basket Analysis 69
4.6 Multiple Linear Regression 73

CHAPTER V CONCLUSION AND SUGGESTION 86
5.1 Conclusion 86
5.2 Managerial Implications 87
5.3 Managerial Theoretical 89
5.4 Suggestions 91

LIST OF FIGURES

1.1 E-Commerce Breakdown 2022 - 2027E 1
1.2 Projection of E-Commerce Users in Indonesia 2020 – 20292 2
2.1 E-Commerce Behavior Model 14
2.2 Conventional Framework of Product Complements and Substitutes 16
2.3 Extended View of Intercategory Relationship 19
3.1 CRISP-DM Process Model 37
3.2 Percentage of Missing Values 41
3.3 Data Duplicated 41
3.4 Stages to Calculating Recency 43
3.5 Stages to Calculating Total Transactions as Frequency 44
3.6 Stages to Calculating Total Product Purchased as Frequency 45
3.7 Stages to Calculating Total Spend as Monetary 46
3.8 Stages to Calculating Average Transactions Value as Monetary 47
3.9 Stages to Calculating Unique Products Purchase as Diversity 48
4.1 RFM-D Analysis Results 55
4.6 Elbow Methods K-Means Results 59
4.7 Distribution Customers Across Cluster 61
4.8 Evaluation Matrix Results 62
4.9 Radar Cluster Segmentation 65
4.10 Histogram Cluster Segmentation 67
4.11 Normality Test 76

LIST OF TABLES

1.1 E-Commerce Data with the Most Visitors in 2023 3
1.2 Best Selling Products on the Shopee Platform in 2020 3
1.3 Dezhaf Hijab Sales 2022 and 2023 4
2.1 Advantages and Disadvantages of E-Commerce 10
2.6 Customer Profiling 26
3.1 Raw Data Variables 40
4.1 Desriptive Analysis 56
4.2 Group Association Rules of Items 60
4.3 Multicollinearity Test 74
4.4 Heteroscedasticity Test 75
4.5 Saphiro Wilk P-Value 76
4.6 Autocorrelation Test 77
4.7 Linearity Test 78
4.8 T-Test 79
4.9 F-Test 82
4.10 R Value 83
4.11 Results of Multiple Linear Regression Analysis 83