

ABSTRAK

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ANALISIS HARGA PENJUALAN MOBIL BEKAS MEREK FORD DI NEGARA UNITED KINGDOM (UK) MENGGUNAKAN METODE *LINEAR REGRESSION* DAN *SIMPLE ADDITIVE WEIGHTING*

(xiii + 61 halaman: 19 gambar; 12 tabel; 1 lampiran)

Dengan semakin meningkatnya jumlah mobil baru yang diproduksi dan munculnya berbagai model baru berdampak dengan bertambahnya jumlah mobil bekas yang menimbulkan peluang bisnis bagi penjual. Untuk membantu proses analisis harga penjualan mobil bekas bermerek Ford, maka diperlukan sebuah model *Machine Learning* dengan menggunakan metode *Linear Regression* dan *Simple Additive Weighting* (SAW). Pengumpulan data dilakukan pada penelitian ini yaitu dengan pencarian *online* dari situs www.kaggle.com. *Dataset* yang diperoleh dari situs tersebut akan melewati proses *filtering* data terlebih dahulu. Setelah itu, hasil *filtering* data akan digunakan untuk proses analisis perhitungan dan visualisasi data. Dari hasil penelitian dapat dibuktikan bahwa, data *mileage*, *Miles Per Gallon* (MPG), dan *engine size* dapat mempengaruhi naik turunnya harga serta jumlah peminat untuk membeli mobil bekas bermerek Ford di negara United Kingdom (UK).

Kata Kunci: Harga, Mobil bekas, Ford, *Linear Regression*, *Simple Additive Weighting*

Referensi: 18 (2020-2024)

ABSTRACT

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ANALYSIS OF USED CAR SALES PRICES FORD BRAND IN THE UNITED KINGDOM (UK) USING LINEAR REGRESSION AND SIMPLE ADDITIVE WEIGHTING METHODS

(xiii + 61 pages: 19 figures; 12 tables; 1 appendix)

With the increasing number of new cars produced and the emergence of various new models, the number of used cars has increased, creating business opportunities for sellers. To help the process of analyzing the sales price of Ford-branded used cars, a Machine Learning model is needed using the Linear Regression and Simple Additive Weighting (SAW) methods. Data collection was carried out in this study, namely by searching online from the site www.kaggle.com. The dataset obtained from the site will be filtered through data process filter first. After that, the results of data filtering will be used for the calculation analysis process and data visualization. From the research results, it can be proven that mileage, Miles Per Gallon (MPG), and engine size data can affect the rise and fall of prices and the number of enthusiasts to buy Ford-branded used cars in the United Kingdom (UK).

Keywords: Price, Used car, Ford, Linear Regression, Simple Additive Weighting

References: 18 (2020-2024)