

ABSTRACT

Toko Ceria Houseware is a premier destination for consumers seeking high-quality kitchenware and household necessities. In facing intense competition on e-commerce platforms and challenges in stock management and customer service, adaptive and intelligent technological solutions are required. This study aims to design and implement a web-based sales information system equipped with an automatic product recommendation feature using the Apriori algorithm. The algorithm is used to analyze transaction data and discover association patterns between products frequently purchased together by customers. The results of the study show that the developed system facilitates inventory management and offers a more personalized shopping experience. Several association rules were identified, such as the combination of the Frying Pan Teflon Mini 12cm and the Sotil Stainless, which exhibited high confidence and were used as the basis for the product recommendation system. Thus, the implementation of the Apriori algorithm in this sales information system has proven to contribute to marketing strategy support.

Keywords: *Sales Information System, Product Recommendation, Apriori Algorithm, Data Mining, E-commerce*