

ABSTRAK

Penelitian ini bertujuan untuk menganalisis karakteristik pelanggan *Achieve Art Space* menggunakan model *Recency, Frequency, Monetary* (RFM) dan Algoritma *K-Means*. *Achieve Art Space* merupakan galeri seni yang menawarkan berbagai layanan, termasuk penjualan karya seni dan program interaktif *Art & Chill*. Namun, pengelolaan hubungan pelanggan yang belum optimal membuat strategi pemasaran kurang efektif.

Data yang digunakan dalam penelitian ini merupakan data transaksi pelanggan pada program *Art & Chill* selama tahun 2023. Dataset transaksi mencakup periode 1 Januari hingga 31 Desember 2023 dengan total 11.982 transaksi dari 5.211 pelanggan. Nilai RFM dihitung untuk setiap pelanggan, dan Algoritma *K-Means* digunakan untuk melakukan segmentasi. Hasil segmentasi menghasilkan tiga kelompok pelanggan yang berbeda, yaitu *Loyal Customers* dengan *Customer Lifetime Value* (CLV) tertinggi sebesar 0,108, *Emerging Stars* dengan CLV 0,071, dan *Casual Visitors* dengan CLV 0,032. Segmen *Loyal Customers* memiliki nilai CLV tertinggi, menjadikannya fokus utama untuk strategi pemasaran.

Penelitian ini menjadi acuan dalam penyusunan rekomendasi strategi pemasaran yang lebih personal dan tepat sasaran berdasarkan hasil segmentasi di *Achieve Art Space*.

Kata Kunci: Segmentasi Pelanggan, RFM, Algoritma *K-Means*, *Customer Lifetime Value* (CLV), Strategi Pemasaran

ABSTRACT

This research aims to analyze the characteristics of customers at Achieve Art Space using the Recency, Frequency, Monetary (RFM) model and the K-Means algorithm. Achieve Art Space is an art gallery that offers various services, including art sales and the interactive Art & Chill program. However, the suboptimal management of customer relationships has led to ineffective marketing strategies.

The data used in this study comprises customer transaction data from the Art & Chill program during the year 2023. The transaction dataset covers the period from January 1 to December 31, 2023, with a total of 11,982 transactions from 5,211 customers. RFM values were calculated for each customer, and the K-Means algorithm was employed for segmentation. The segmentation results yielded three distinct customer groups: Loyal Customers with the highest Customer Lifetime Value (CLV) of 0.108, Emerging Stars with a CLV of 0.071, and Casual Visitors with a CLV of 0.032. The Loyal Customers segment, having the highest CLV, is identified as the primary focus for marketing strategies.

This research serves as a reference in formulating marketing strategy recommendations that are more personalized and targeted based on segmentation results at Achieve Art Space.

Keywords: *Customer Segmentation, RFM, K-Means Algorithm, Customer Lifetime Value (CLV), Marketing Strategy*