ABSTRACT

Leasing vehicles are a company engaged in the field of vehicle loans. Purchase by way of credit becomes a mainstay because it can attract potential customers to generate more profit. But if there is a mistake in approving a customer candidates, the risk of stalled credit payments can be happen. To minimize the risk, it can be applied the certain data mining technique to predict the future behaviour of the customers. In this study, it is explored in some data mining techniques such as C4.5 and Naive Bayes for this purpose. The customers attributes that is used in this study are: salary, age, marital status, other installments and worthiness. The experiments are performed by using the Weka software. Based on evaluation criteria, i.e. accuracy, C4.5 algorithm is outperform compare to Naive Bayes algorithm with its precision value is 89.16% and its accuracy value 83.33%. The most influential attribute in this research is the salary attribute.

Keywords : Leasing, Data Mining, C4.5 Algorithm, Naive Bayes Algorithm