ABSTRAK

Penelitian ini bertujuan untuk menganalisis peramalan produksi dan penjualan mobil LCGC. Populasi dari penelitian ini adalah mobil LCGC yang beredar di Indonesia, dengan sampel data penjualan wholesale, retail sales dan produksi mobil LCGC dari Toyota, Daihatsu dan Honda di Indonesia. Metode analisis data menggunakan POM QM for Windows. Hasil penelitian menemukan bahwa dari 4 metode peramalan time series dan kausal: Trend, Moving Average, Exponential Smoothing, dan Regresi Linear. Metode Exponential Smoothing yang memiliki Tingkat keakuratan paling baik, dengan masing-masing nilai alpha untuk Wholesale $\alpha=0,51$, Retail Sales $\alpha=0,37$, Production $\alpha=0,70$. Implikasi dari penelitian ini dibahas dalam artikel.

Kata Kunci: Forecast, Trend, Exponential Smoothing, Moving Average, Regresi Linear

ABSTRACT

This research aims to analyze the forecasting of LCGC car production and sales. The population of this research is LCGC cars circulating in Indonesia, with sample data on wholesale sales, retail sales, and production of LCGC cars from Toyota, Daihatsu, and Honda in Indonesia. The data analysis method uses POM QM for Windows. The research results found that there are 4 time series and causal forecasting methods: Trend, Moving Average, Exponential Smoothing, and Linear Regression. The Exponential Smoothing method has the best level of accuracy. with respective alpha values for Wholesale $\alpha=0.51$, Retail Sales $\alpha=0.37$, Production $\alpha=0.70$. The implications of this research are discussed in the article.

Keywords: Forecast, Trend, Exponential Smoothing, Moving Average, Regresi Linear