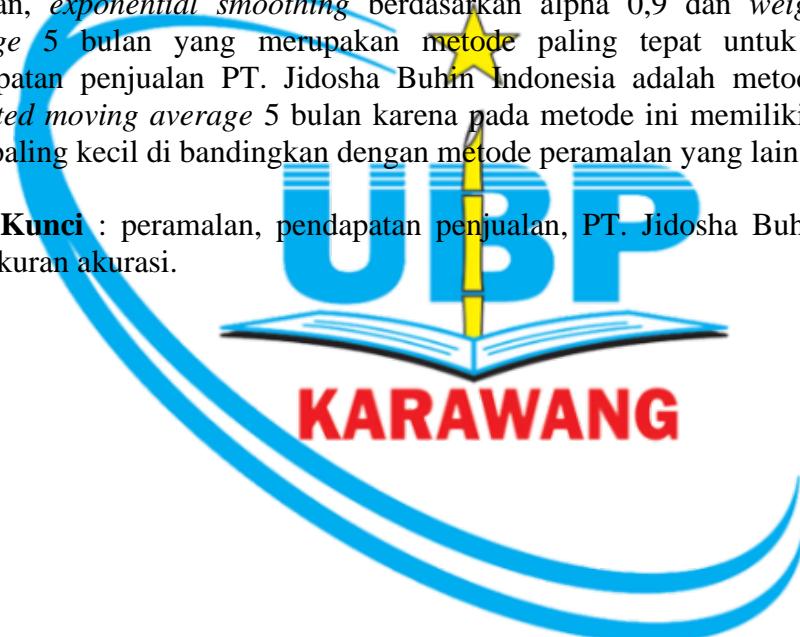


ABSTRAK

Penelitian ini bertujuan untuk: (1) mengetahui, menganalisis dan mengkaji bagaimana penggunaan metode *moving average*, *exponential smoothing*, dan *weighted moving average* dalam peramalan pendapatan penjualan PT. Jidosha Buhin Indonesia; (2) mengetahui, menganalisis dan mengkaji mana metode peramalan pendapatan penjualan yang paling tepat digunakan pada PT. Jidosha Buhin Indonesia berdasarkan perhitungan *Mean Absolute Deviation* (MAD), *Mean Square Error* (MSE), dan *Mean Absolute Percentage Error* (MAPE). Penelitian ini dilakukan dengan menggunakan metode deskriptif kuantitatif, yaitu melalui studi literatur yang dilakukan dengan mempelajari literatur yang berkaitan dengan topik penelitian, serta studi lapangan yang dilakukan melalui wawancara dan observasi langsung untuk mendapatkan gambaran mengenai situasi dan kondisi perusahaan. Berdasarkan hasil penelitian, di antara metode peramalan *moving average* periode 5 bulan, *exponential smoothing* berdasarkan alpha 0,9 dan *weighted moving average* 5 bulan yang merupakan metode paling tepat untuk meramalkan pendapatan penjualan PT. Jidosha Buhin Indonesia adalah metode peramalan *weighted moving average* 5 bulan karena pada metode ini memiliki nilai akurasi yang paling kecil di bandingkan dengan metode peramalan yang lain.

Kata Kunci : peramalan, pendapatan penjualan, PT. Jidosha Buhin Indonesia, pengukuran akurasi.



ABSTRACT

This study aims to: (1) identify, analyze and examine how the moving average, exponential smoothing, and weighted moving average methods are used in forecasting sales revenue of PT. Jidosha Buhin Indonesia; (2) find out, analyze and study which sales revenue forecasting method is most appropriate to use at PT. Jidosha Buhin Indonesia based on calculations of Mean Absolute Deviation (MAD), Mean Square Error (MSE), and Mean Absolute Percentage Error (MAPE). This research was conducted using a quantitative descriptive method, namely through a literature study conducted by studying literature related to the research topic, as well as field studies conducted through interviews and direct observation to obtain an overview of the situation and condition of the company. Based on the results of the study, among the 5-month moving average forecasting methods, exponential smoothing based on alpha 0.9 and a 5-month weighted moving average is the most appropriate method for predicting PT. Jidosha Buhin Indonesia is a 5-month weighted moving average forecasting method because this method has the smallest accuracy value compared to other forecasting methods.

Keywords : forecasting, sales revenue, PT. Jidosha Buhin Indonesia, measurement of accuracy.

