

# CHAPTER 1 INTRODUCTION

## 1.1. Background

Passenger satisfaction is one of the important factors for the improvement of an airline. The airline can find out what things need to be improved. With the hope that more and more airplane passengers use the airline, of course this increase must be done so that income also increases. To improve service, of course, you must know what things make passengers satisfied. This can be done from the data of passengers who have traveled by plane.

In this digital era, data is very easy to store and obtain. Not like in the past, which used paper to record data, but used the help of computers. One of the advantages is that it is easy to store large amounts of data, including passenger satisfaction data. If there are about 130,000 airline passenger satisfaction data, of course it is very difficult to process manually. This will make it difficult for airlines to improve services.

Because data storage uses a computer, we can also use a computer to process it. However, to process the existing data in order to get the results we want, an algorithm is needed. With the algorithm implemented on passenger satisfaction data, we can classify things that can make passengers satisfied with airline flight services. Of course, this is better than processing thousands of data manually.

Therefore, this time I implemented the Learning Vector Quantization (LVQ) and Naïve Bayes algorithms on the airline passenger satisfaction data that I got through Kaggle. It is hoped that this algorithm can process thousands of existing data and classify them. I am using 2 different algorithms so that I can compare the results of each implemented algorithm. And also, to find out which algorithm is better for classifying airline passenger satisfaction data by comparing the accuracy of the two algorithms. The results of this classification algorithm are expected to help airlines know what to do in the future.

## 1.2. Problem Formulation

From the background above, we can formulate the existing problems.

1. Can the Naïve Bayes algorithm classify airline passenger satisfaction data?
2. Can the Learning Vector Quantization algorithm classify airline passenger satisfaction data?
3. Based on the level of accuracy, which algorithm is better in classifying passenger satisfaction data?

## 1.3. Scope

In this project, I applied Learning vector quantization and Naive Bayes algorithm only for the data I used from <https://www.kaggle.com/binaryjoker/airline-passenger-satisfaction> with 129,880 data. The data consists of 23 measuring columns and 1 response column. To find out a better algorithm, I use the accuracy parameters of each algorithm. There will be 5 tests for each algorithm with a percentage of training data of 90%, 75%, 50%, 25%, and finally 10%.

## 1.4. Objective

The purpose of this project is to find out whether the Learning Vector Quantization and Naive Bayes algorithms can classify aircraft passenger satisfaction from existing data. In addition, to find out from the two implemented algorithms, which algorithm is better based on the level of accuracy.