IMPLEMENTATION OF THE SIMPLE MULTI ATTRIBUTE RATING TECHNIQUE (SMART) METHOD IN ANDROID-BASED SMARTPHONE SELECTION

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ABSTRACT

This research aims to develop an Android-based decision support system that can help consumers choose a smartphone that suits their needs. In this era of rapid technology, many consumers have difficulty choosing the right smartphone because of the many choices available on the market. The system proposed in this research uses the Simple Multi Attribute Rating Technique (SMART) method and uses smartphone specification data that has been officially sold in Indonesia. This system uses the Rest API to connect to a MySQL database which contains a collection of smartphone specification data. Several attributes such as performance, camera quality, price, screen quality, and battery life are used as comparison criteria. With this decision support system, it is hoped that consumers can make wiser decisions in choosing and purchasing smartphones, as well as minimizing losses due to purchasing inappropriate products. Apart from that, this system can also help people understand complex and technical smartphone specifications. This research has the benefit of providing assistance to consumers in making decisions about choosing a smartphone, and is expected to encourage vendors and sellers not to manipulate the specification information provided to the public.

Keywords: decision support system, smartphone, specifications, SMART method, Android.