

# ***IMPLEMENTING THE PROMETHEE METHOD FOR FACIAL SKIN TYPE-BASED DECISION SUPPORT OF SKINCARE PRODUCT SELECTION***

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## ***ABSTRACT***

*This study aims to implement the PROMETHEE (Preference Ranking Organization Method for Enrichment Evaluation) to select suitable skincare products based on facial skin type. With the abundance of skincare products available in the market, consumers often face challenges in making the right choice. The PROMETHEE method facilitates decision-making by considering various relevant factors, including skin type, price, user ratings, product quality, and price suitability, based on the preferences of individuals who have previously used skincare products. To enable practical skincare product recommendations, the researchers developed a web-based application, allowing users to benefit from selecting products tailored to their skin type. The study results indicate that the PROMETHEE method can provide appropriate recommendations for selecting skincare products. Key variables, such as skin type preferences, price categories, and specific skin concerns, are crucial in identifying products that meet user needs. Preliminary testing has been conducted, and the application's functionality has been found to align with expectations. The Promethee method, utilized in this instance, has demonstrated its efficacy in generating optimal recommendations for skincare products.*

*Keywords: Promethee, Skincare, Recommendations, Skin Type, Web*