

ABSTRACT

With the wide variety of Android smartphones being offered and human purchasing power increasing, considerations for choosing a smartphone are also needed to determine the brand and series of smartphones to buy. In a decision support system, there are several methods that can be implemented to assist decision making from various aspects and criteria. In this study the SMART method was used. SMART (Simple Multi-Attribute Rating Technique) is a multi-criteria decision-making technique where each alternative consists of a number of criteria that have weight to determine priority compared to other criteria. This system is built on a website basis so that it is easily accessed by users or potential buyers. This system was built using Codeigniter, Bootstrap, JavaScript, and MariaDB. This system was built in order to provide recommendations for Android smartphones to prospective buyers with several criteria including display size, RAM and ROM capacity, front and rear camera megapixel size, CPU speed, operating system version, battery capacity, and price.

Keywords: SMART, Recommendation System, Android Smartphone