DETERMINATION OF BEST-SELLING PRODUCTS USING THE ANALYTICAL HIERARCHY PROCESS METHOD

MUH AGUNG ZAKARIAH
Informatics Study Program, Faculty of Science and Technology
University of Technology Yogyakarta
Jl. Ringroad Utara Jombor Sleman Yogyakarta
E-mail : agung.zakariah@gmail.com

ABSTRACT

Companies often find difficulties in determining a product that is often sold. This causes a lot of time wasted in checking reports. Through this research, an analysis of the characteristics of a product is carried out in order to determine the type of product that is often sold by applying the AHP method. The results of the analysis of the product characteristics can then be used by the marketing division to select criteria for products that are often sold in a company. So it is expected to minimize the estimated time to run efficiently and effectively.

The purpose of the AHP method is to help companies make decisions in determining the best-selling items. The processed data are in the form of criteria data, alternatives, criteria comparisons, and alternative comparisons. The data source used is secondary data and comes from Kaggle.

Based on the results of research and calculating the best-selling products by applying the AHP method, the average value of the criteria is price (0.357), processor (0.136), hard disk (0.307), and ram (0.200) from the average value of the criteria to get a value. The highest of products were MSI (0.224), Asus (0.203), Acer (0.148), Apple (0.130), HP (0.113), Lenovo (0.105), and the lowest was from Dell (0.077).

Keywords: Electronics, AHP method, Decision Support System