SMARTPHONE SELECTION DECISION SUPPORT SYSTEM USING WEB-BASED SIMPLE ADDITIVE WEIGHTING (SAW) METHOD

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ABSTRACT

The rapid development of smartphone technology affects various groups in meeting their needs. The various types of smartphones that are offered with various criteria such as price, capacity of Random Access Memory (RAM), camera, battery or other features trigger problems that make prospective buyers confused in choosing a smartphone according to their wishes. This condition is often experienced by prospective buyers when making decisions in buying smartphones, so that not a few potential buyers are wrong in choosing a smartphone according to their desired needs. The smartphone selection decision support system using the Simple Additive Weighting (SAW) method can solve this problem. This study aims to make it easier for buyers to choose a smartphone according to their needs. Making this system using the programming language Hypertext Preprocessor (PHP) and Hyper Text Markup Language (HTML) and uses a MySQL database.

Keywords: Smartphone, Decision Support System, Simple Additive Weighting