

SMARTPHONE SELECTION DECISION SUPPORT SYSTEM BY APPLYING THE SIMPLE ADDITIVE WEIGHTING METHOD

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ABSTRACT

Smartphone is a mobile phone or smart cellular phone that is equipped with the latest features and high capabilities like a computer. Smartphone can also be interpreted as a mobile phone that works using operating system (OS) software that provides standard and basic relationships for application developers. With the development of technology and various kinds of operating systems are included. With different needs and preferences, it is natural that everyone has their own way of choosing a smartphone. Among consumers, the use of smartphones has become a basic need that cannot be replaced, but problems occur when there are many smartphone choices on the market which sometimes make it difficult for consumers to make the right choice. One method that can complete the decision selection is the Simple Additive Weighting (SAW) method which consists of several parameters. It is hoped that by making a smartphone selection decision support system application using the Simple Additive Weighting method, it will help consumers in making decisions.

Keywords : Decision Support System, Simple Additive Weighting, Smartphone, Website