

**IMPLEMENTASI METODE SIMPLE MULTI ATTRIBUTE RATING
TECHNIQUE DAN ANALYTIC HIERARCHY PROCESS PADA SISTEM
PENDUKUNG KEPUTUSAN PEMBELIAN SAHAM**
*(IMPLEMENTATION OF THE SIMPLE MULTI ATTRIBUTE RATING
TECHNIQUE AND ANALYTIC HIERARCHY PROCESS IN A STOCK
PURCHASE DECISION SUPPORT SYSTEM)*

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ABSTRACT

This study aims to develop an Android-based stock-purchasing Decision Support System (DSS) to help novice investors select stocks in an objective and structured manner. The system integrates the Analytic Hierarchy Process (AHP) method for weighting criteria based on an expert questionnaire, and the Simple Multi-Attribute Rating Technique (SMART) for ranking stocks using actual market data from Yahoo Finance. The evaluation criteria used include Return, Risk, PER, EPS, ROE, Liquidity, Dividend Yield, and Financial Health. This mobile app was built using the Flutter framework, with a Laravel Backend and Python data processing modules. Expert evaluation results confirm that the system's recommendations align with real-world investment practices, while User Acceptance Testing (UAT) demonstrated that the app functions well and is suitable for use as a stock investment decision-making tool.

Keywords: *Decision Support System, SMART, AHP, Stock Investment, Stock Recommendations.*