

ABSTRACT

DESIGN OF A WEB-BASED DECISION SUPPORT APPLICATION FOR CAFE RECOMMENDATION IN BINTARO JAYA USING ANALYTIC HIERARCHY PROCESS (AHP) AND SIMPLE ADDITIVE WEIGHTING (SAW)

Maulidta Naflah Herdiyanti.¹, Hendi Hermawan², Riny Nurhajati²

¹ Student of Informatics Department, Pembangunan Jaya University

² Lecturer in Informatics Study Program, Pembangunan Jaya University

In the midst of a digital lifestyle and a large selection of cafes with diverse characteristics, cafe selection has become increasingly complex. This research develops a web-based decision support system to recommend cafes according to user preferences. The Analytic Hierarchy Process (AHP) method is used to weight thirteen criteria such as price, menu, facilities, and halalness, while Simple Additive Weighting (SAW) is used for ranking alternatives. The system was developed as a proof of concept to ensure the processing logic and recommendation flow are appropriate. The test results show an increase in efficiency in decision making as well as the relevance of recommendations to user preferences. This research contributes to the application of AHP and SAW in the local context of Bintaro Jaya and serves as a basis for similar systems in other service sectors.

Keywords : *Decision Support System, Analytic Hierarchy Process, Simple Additive Weighting, Laravel, React, Cafe Selection*