

ABSTRACT

APPLICATION OF THE SIMPLE ADDITIVE WEIGHTING ALGORITHM FOR WEB-BASED LAPTOP SALES RECOMMENDATIONS

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Laptops have now become an essential commodity for individuals to carry out tasks such as work, business, education, communication, and more. However, choosing the right laptop is not an easy task as it requires consideration of user needs, laptop specifications, and pricing. Hence, there is a need for an information system that can assist users in determining the appropriate laptop model based on their criteria. This system aims to aid buyers in making informed decisions regarding their laptop selection. The intelligent system for recommending the best laptop utilizes the Simple Additive Weighting (SAW) algorithm, incorporating six criteria: processor, price, graphics card, RAM, storage, and display. These six criteria undergo a calculation process using the SAW algorithm, resulting in a personalized laptop recommendation. The outcome of this research is the development of a web-based application that provides users with the best laptop recommendations according to their specific needs. This application facilitates users in making the right decisions when selecting a laptop that aligns with their preferences and desired criteria.

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