

LOCAL SHOE SELECTION DECISIONS WITH A DECISION SUPPORT SYSTEM USING THE SIMPLE ADDITIVE WEIGHTING METHOD

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ABSTRACT

Shoes are a basic need that is very essential in everyday life. provides protection, comfort and adaptability to a variety of activities and environments. (Juliana iHutapea iet ial., i2018) However, when choosing shoes, the task can become quite complicated considering the many choices and factors that need to be considered. In Indonesia, there are many local shoe brands, each with its own characteristics and appeal. The diversity of shoe models available often creates confusion for buyers, who are looking for shoes that suit their needs and preferences. (Mario i& iLero, in.d.) To overcome this challenge, this research aims for the same. to develop a decision support system designed to provide assistance to buyers in choosing shoes. This research involves three main criteria, namely price, comfort, and quality, which are considered key factors in carrying out the decision-making process. purchasing shoes. By applying the Simple Additive Weighting (SAW) method (Apriani iet ial., i2020), this research attempts to produce weights for each criterion and provide a ranking of shoes that could be the right choice. Thus, this decision support system is expected to have the ability to provide advice or recommendations. shoes that suit customers' needs and preferences, helping them overcome the confusion in choosing among the various shoe models available in the market.

Keywords: Method, SAW, SPK, Shoe, Local

INTRODUCTION

In this era of globalization, shoe selection has become an integral part of everyday life, reflecting individual preferences and needs. As a basic necessity, shoes are not just a fashion accessory; they involve deeper considerations such as protection, comfort, and adaptation to various activities and environments. In Indonesia, the diversity of local shoe brands makes a major contribution to the global shoe market, with each brand offering its own uniqueness and characteristics. (Indrawan iet ial., i2022)

Although this diversity provides opportunities, on the other hand, it also creates challenges for consumers. The process of selecting optimal local shoes is often complex, involving consideration of price, comfort level, and product quality. To overcome this complexity, this research will develop a Decision Support System (DSS)