ABSTRACT

Along with the development of technology in the 4.0 revolution, it is easy for foreign cultures to enter Indonesia and people consider this culture a modern lifestyle. Indonesia is one of the third largest coffee-producing countries in the world, so there are many creative industry players in coffee-based processing with the name coffee shop. Coffee shops compete to offer the best facilities and quality, so they need a system that can help make decisions to choose the best coffee shop. Decision Support System (DSS) is made with several criteria, namely affordable prices, convenience, service and menu variants. This study aims to analyze the results of the Weighted Product (WP) and Analytical Hierarchy Process (AHP) methods so that it can be determined which method is more relevant to be implemented in the case of choosing a coffee shop in Majalengka. Based on respondent data from several coffee shop customers and experts, the results of the calculation of accuracy in the WP method are 80% and AHP 33,33%. In general, these two methods are equally relevant, but in certain special conditions the WP method with 100% accuracy is considered relatively more than AHP.

Keywords: Coffee Shop, Decision Support System, Weighted Product, Analytical Hierarchy Process

KATA PENGANTAR

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Laporan skripsi ini disusun sebagai salah satu syarat untuk mengerjakan skripsi di Jurusan Teknik Informatika, Fakultas Sains dan Teknologi, UIN Sunan Gunung Djati Bandung.