

ABSTRAK

PENERAPAN ALGORITMA *EVIDENTIAL REASONING APPROACH* PADA SISTEM PENDUKUNG KEPUTUSAN PEMILIHAN *HANDPHONE* ANDROID BERBASIS *WEBSITE*

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Pesatnya perkembangan teknologi *IT*, kebutuhan akan barang elektronik masyarakat meningkat drastis, khususnya barang elektronik *telephone cellular* atau *Handphone*. Banyaknya barang dengan spesifikasi dan harga yang hampir sama, menyebabkan calon pembeli kebingungan dalam memilih produk. Pembeli yang merasa kurang puas dengan fitur yang ada dalam *handphone* tidaklah sedikit. Sistem Pendukung Keputusan (SPK) adalah sebuah sistem yang mampu memberikan kemampuan pemecahan masalah maupun kemampuan pengkomunikasian untuk masalah dengan kondisi semi terstruktur dan tak terstruktur. *Evidential Reasoning Approach* merupakan pendekatan berbasis bukti pada analisis pemilihan multi kriteria. Dalam penerapan metode ER Approach, diperlukan data kepuasan dari setiap pengguna *handphone* untuk menghasilkan nilai *belief*. Semakin banyak pengisi data semakin baik hasil perhitungan yang dihasilkan.

Kata kunci : *Handphone*, SPK, *DSS*, *Evidential Reasoning Approach*, ER Approach, *Belief*

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ABSTRACT

IMPLEMENTATION OF EVIDENTIAL REASONING APPROACH ALGORITHM ON DECISION SUPPORT SYSTEM ANDROID PHONE SELECTION BASED WEBSITE

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Rapid development of IT technology, the demand for electronic goods community increase dramatically, especially electronic goods Mobile or cellular telephone. The large number of goods with the specifications and the price is almost the same, causing prospective buyers of confusion in selecting products. Buyers who feel less satisfied with existing features in mobile is not a little. Decision Support System (DSS) is a system that is able to provide problem-solving ability as well as the ability of communicate problems with the condition of semi structured and unstructured. Evidential Reasoning Approach is evidence-based approach in the analysis of the multi selection criteria. In applying the method of ER Approach, required of every user satisfaction data mobile to generate the value of the belief. The more data the better fillers calculation result is produced.

Keyword : Handphone, SPK, DSS, Evidential Reasoning Approach, ER Approach, Belief

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