

ABSTRACT

In the modern era, choosing a place to eat, such as a café, has become increasingly important, especially in large cities like Manado, which offer a wide variety of café options. Each individual has different preferences when selecting a café based on various criteria such as taste, price, ambiance, service, facilities, and cleanliness. The differing interpretations of these criteria often make it challenging to determine a café that meets everyone's expectations. Therefore, a decision support system (DSS) is needed to assist in selecting the best café that aligns with customer preferences.

This study develops a DSS using the TOPSIS (Technique for Order of Preference by Similarity to Ideal Solution) and SAW (Simple Additive Weighting) methods. TOPSIS is chosen for its simplicity in using criteria indicators and alternative variables, although it has a weakness in determining priority weights for the criteria. To address this weakness, the SAW method is integrated to provide more optimal results by utilizing calculated weight values.

The study evaluates several cafés around Manado, including Zera, Especto Café, Kedai Koel, Sana Café, Cetro Coffee, Pulang Café, Halu Coffee, Kisah Manies, The Flamb, De Local, Flambo Girlz, Bahug Café, Nord Café, Black Cup, Twenties, Bagate Coffee, Sugab Coffee, Lup Coffee, Sesuai Coffee, and Fellow Coffee. The criteria used include price, location, facilities, taste, and aesthetic appeal. User preference data was collected through questionnaires.

The developed DSS application can provide recommendations for the best café based on user preferences inputted beforehand, thereby speeding up the decision-making process. With this application, users can easily find the best cafés around them without the need for manual searching, enhancing their dining experience.

Keywords: Decision Support System, TOPSIS, SAW, Café Selection

ABSTRAK

Pada era modern, pemilihan tempat makan seperti kafe menjadi semakin penting, terutama di kota besar seperti Manado yang memiliki banyak pilihan kafe. Setiap individu memiliki preferensi berbeda dalam memilih kafe berdasarkan berbagai kriteria seperti rasa, harga, suasana, pelayanan, fasilitas, dan kebersihan. Perbedaan interpretasi terhadap kriteria-kriteria ini sering kali menyulitkan dalam menentukan kafe yang memenuhi harapan semua orang. Oleh karena itu, diperlukan sistem pendukung keputusan (SPK) untuk membantu dalam pemilihan kafe terbaik yang sesuai dengan preferensi pelanggan.

Penelitian Tugas Akhir ini mengembangkan SPK menggunakan metode TOPSIS (Technique for Order of Preference by Similarity to Ideal Solution) dan SAW (Simple Additive Weighting). Metode TOPSIS dipilih karena kesederhanaannya dalam menggunakan indikator kriteria dan variabel alternatif, meskipun memiliki kelemahan dalam penentuan bobot prioritas terhadap kriteria. Untuk mengatasi kelemahan tersebut, metode SAW diintegrasikan guna memberikan hasil yang lebih optimal dengan memanfaatkan nilai bobot perhitungan.

Penelitian Tugas Akhir ini melibatkan evaluasi beberapa kafe di sekitar Manado seperti Zera, Especto Kafe, Kedai Koel, Sana Kafe, Cetro Coffee, Pulang Kafe, Halu Coffee, Kisah Manies, The Flamb, De Local, Flambo Girlz, Bahug Kafe, Nord Kafe, Black Cup, Twenties, Bagate Coffee, Sugab Coffee, Lup Coffee, Sesuai Coffee, dan Fellow Coffee. Kriteria yang digunakan meliputi harga, lokasi, fasilitas, rasa, dan keindahan tempat. Data preferensi pengguna dikumpulkan melalui kuesioner.

Aplikasi SPK yang dikembangkan dapat memberikan rekomendasi kafe terbaik berdasarkan preferensi pengguna yang diinput sebelumnya, sehingga mempercepat proses pengambilan keputusan. Dengan aplikasi ini, pengguna dapat dengan mudah menemukan kafe terbaik di sekitar mereka tanpa perlu melakukan pencarian manual, sehingga meningkatkan pengalaman bersantap mereka.

Kata Kunci: Sistem Pendukung Keputusan, TOPSIS, SAW, Pemilihan Kafe