

## ABSTRACT

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DESIGN OF SPK BUS RENTAL *WEBSITE* USING *TOPSIS* METHOD

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The bus rental industry is one of the highly competitive business fields. Many bus rental companies are vying to offer the best service, competitive rates, and diverse fleet options. In this situation, bus rental business owners need to make sure that their business can compete well in this busy market. In the digital age as it is now, an online presence becomes essential to expand market share. By building a bus rental *website*, business owners can reach more potential customers from various locations, even from outside their physical operational area. This *Website* is a place to display information about the services offered, prices, and rental terms. However, even having a *website* can help the bus rental business. The challenge is how to provide a better experience to customers and make it easier for them to choose a bus rental service that suits their needs. That is why the author decided to develop a *web*-based Decision Support System (SPK) in the bus rental business. The purpose of this writing is to design a *website*-based Decision Support System using the *TOPSIS* method (Technique for Order preference by similarity to Ideal Solution) *web*-Based Decision Support System using the *TOPSIS* method can provide recommendations for the best bus options for consumers. SPK bus rental *Website* can be accessed through the *website* address [spktopbis.my.id](http://spktopbis.my.id) based on the results of the analysis of the design to test The Decision Support System recommendations for the selection of the best Bus by using the method of *Technique for Order of Preference by Similarity to Ideal Solution (TOPSIS)* *web*-based, showed success by using the calculation of the value in the ranking by using the *TOPSIS* method and the success of the test on the UAT *web* results obtained 83.50%. The end result of this decision support system in a *website* created using the PHP Programming Language, HTML, CSS, and Javascript.

Bibliography (2003 – 2023)