ABSTRACT

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SISTEM PENDUKUNG KEPUTUSAN PEMILIHAN LIQUID VAPE TERMURAH DI VAPESTORE WARSUP VAPE MENGGUNAKAN METODE TECHNIQUE FOR ORDER PREFERENCE BY SIMILARITY TO IDEAL SOLUTION (TOPSIS)

In this modern era, the trend of using vape as an alternative to conventional cigarettes is increasingly popular, especially among millennials. The high demand for vapes and vape liquids creates significant business opportunities. However, with the abundance of choices available, consumers often find it challenging to choose the vape liquid that best suits their needs. This study aims to develop a Decision Support System (DSS) to assist consumers in selecting the cheapest vape liquid at Warsup Vape Store using the TOPSIS method. TOPSIS was chosen for its ability to process various criteria and provide accurate evaluation results. This DSS is expected to simplify consumers' purchasing decisions, making them more informed and appropriate based on relevant factors. The system's results demonstrate that the TOPSIS method is effective in helping consumers determine the cheapest vape liquid options with objective and measurable outcomes.

Bibiliography (2020-2024)