ABSTRAK

Smartphone merupakan salah satu teknologi yang berkembang dengan cepat di dunia termasuk di Indonesia sendiri. *Smartphone* memiliki banyak macam merk dan kriteria sehingga konsumen memiliki banyak pilihan ketika ingin membeli *smartphone*. Penelitian ini bertujuan untuk membuat sebuah Sistem Pendukung Pengambilan Keputusan Pemilihan *Smartphone* dengan Metode MAUT (*Multi Attribute Utility Theory*) dengan pendekatan MCDM (*Multi Criteria Decision Making*) untuk membantu pengguna dalam memilih *smartphone*. Metode MAUT digunakan untuk menghitung nilai evaluasi kriteria dan pendekatan MCDM digunakan untuk menghitung nilai bobot kepentingan. Kriteria *smartphone* yang digunakan yakni harga, tahun, RAM, memori, kamera depan, kamera belakang, baterai dan layar. Hasil keluaran sistem adalah rekomendasi *smartphone* yang telah diurutkan berdasarkan nilai total evaluasi yang telah dihitung dengan metode MAUT. Pengujian dilakukan dengan memberi kuesioner kepada 10 orang untuk menghitung nilai kegunaan sistem (*Perceived of usefulness*) dan kemudahan sistem (*Perceived easy of use*) didapat hasil nilai kegunaan sistem (*Perceived of usefulness*) adalah 89% dan nilai kemudahan sistem (*Perceived easy of use*) adalah 89,5%. Sehingga dapat disimpulkan sistem yang dibangun bermanfaat dan berguna bagi pengguna dalam memilh *smartphone*.

Kata kunci : Sistem Pendukung Keputusan, *Smartphone*, MCDM, Metode MAUT(*Multi Attribute Utility Theory*).

ABSTRACT

Smartphone is one of the fastest growing technologies in the world, including in Indonesia itself. Smartphone have many kinds of brands and criteria so consumers have many choices when they want to buy a smartphone. This study aims to create a Smartphone Selection Decision Support System Using the MAUT (Multi Attribute Utility Theory) method with the MCDM (Multi Criteria Decision Making) approach to helpingthe users in choosing a smartphone. The MAUT method is used to calculate the value of evaluation criteria and the MCDM approach is used to calculate the value of preference weights. The criteria for smartphones are price, year, RAM, memory, front camera, rear camera, battery and screen display. The output of the system are smartphone recommendations that have been sorted based on the total evaluation value that has been calculated by the MAUT method. Testing is done by giving questionnaires to 10 people to calculate the value of system usability (Perceived of usefulness) and ease of system (Perceived easy of use). The results obtained by the system usability value (Perceived of usefulness) is 89% and the value the ease of system (Perceived easy of use)) is 89.5%. So it can be concluded that the system that has been built is benefical and useful for users in choosing a smartphone.

Keywords : Decision Support Making, Smartphone, MCDM, MAUT (Multi Attribute Utility Theory) Method.