Weighted Product Method for a Free Application Selection Decision Support System in Making Website Sales

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Abstract. Now many free applications or platforms are offered in the virtual world based on websites and the categories are used in all fields, one of which is sales. The purpose of this research is to choose a free application or platform in creating a sales website using the weighted product method. The research methodology consists of descriptive analysis methods, data collection methods in the form of interviews, literature studies and documentation studies, decision support system development methods consisting of intelligence stage, design stage, selection stage and implementation stage, and data analysis method using weighted product. The weighted product method is used to find alternatives from several alternatives with certain criteria where the process of determining the weight value for each criterion, which is then carried out a ranking process to select from a number of existing alternatives. The result of this research is a selection algorithm with a greater value so that it becomes the best alternative in choosing a sales website.

Keyword: free platform, weighted product, sales website