

ABSTRAK

Persaingan yang semakin ketat di industri ritel ban menuntut adanya inovasi dalam proses pengambilan keputusan agar dapat memenuhi kebutuhan pelanggan secara tepat dan efisien. Penelitian ini dilakukan di Toko Ahmad Ban Padang dengan tujuan merancang dan membangun Sistem Pendukung Keputusan (SPK) berbasis *Android* menggunakan metode VIKOR untuk menentukan produk ban yang paling sesuai dengan kebutuhan pelanggan. Metode VIKOR digunakan untuk mengevaluasi alternatif produk ban berdasarkan kriteria harga, kualitas, ketahanan, dan preferensi pelanggan, sehingga menghasilkan rekomendasi yang optimal melalui kompromi antara solusi ideal dan solusi negatif ideal. SPK yang dikembangkan mengintegrasikan data produk ban dengan informasi preferensi pelanggan, seperti jenis kendaraan, kondisi jalan, merek, dan anggaran yang tersedia. Hasil implementasi sistem diharapkan dapat meningkatkan akurasi dan kecepatan pengambilan keputusan, efisiensi operasional, kepuasan pelanggan, serta daya saing toko di pasar. Penelitian ini memberikan kontribusi dalam pengembangan strategi pemasaran dan pengelolaan stok yang lebih efektif di sektor perdagangan ban kendaraan.

Kata Kunci : Sistem Pendukung Keputusan, VIKOR, *Android*, Ritel Ban, Rekomendasi Produk, Efisiensi Operasional

ABSTRACT

The increasing competition in the tire retail industry demands innovation in the decision-making process to accurately and efficiently meet customer needs. This study was conducted at Toko Ahmad Ban Padang with the aim of designing and developing an Android-based Decision Support System (DSS) using the VIKOR method to determine the most suitable tire products for customers. The VIKOR method is applied to evaluate alternative tire products based on criteria such as price, quality, durability, and customer preferences, producing optimal recommendations through a compromise between the ideal and negative-ideal solutions. The developed DSS integrates tire product data with customer preference information, including vehicle type, road conditions, brand preference, and available budget. The implementation results are expected to improve decision-making accuracy and speed, operational efficiency, customer satisfaction, and store competitiveness in the market. This research contributes to the development of more effective marketing strategies and stock management in the tire retail sector.

Keywords: Decision Support System, VIKOR, Android, Tire Retail, Product Recommendation, Operational Efficiency.