

## ABSTRAK

Pemilihan lembaga bimbingan belajar online untuk persiapan Seleksi Nasional Berbasis Tes (SNBT) sering dilakukan secara subjektif tanpa sistem penilaian yang terstruktur. Kondisi ini menyebabkan calon peserta kesulitan menentukan platform belajar yang tepat, padahal banyaknya penyedia layanan bimbingan belajar online memerlukan mekanisme keputusan yang objektif. Penelitian bertujuan merancang *website* SPK untuk rekomendasi pemilihan lembaga bimbingan belajar online dengan mempertimbangkan beberapa kriteria utama, antara lain harga, jumlah try out, pertemuan tatap muka, kualitas mentor, dan akses pembelajaran. Metode Analytical Hierarchy Process (AHP) digunakan, dalam menentukan bobot prioritas kriteria, sedangkan TOPSIS dimanfaatkan untuk menentukan peringkat alternatif berdasarkan jarak solusi ideal positif dan negatif. Data primer didapatkan melalui penyebaran kuesioner kepada siswa SMA dan mahasiswa pengguna bimbingan belajar online se-Jabodetabek sebanyak 128 responden. Hasil penelitian menunjukkan bahwa sistem berhasil menghasilkan rekomendasi alternatif secara objektif, di mana metode AHP mengidentifikasi kriteria berbobot tertinggi dan TOPSIS menghasilkan alternatif terbaik berdasarkan nilai preferensi tertinggi.

Kata Kunci : SPK, AHP, TOPSIS, Bimbingan Belajar Online, SNBT

## ABSTRACT

*The selection of online tutoring institutions for preparation for the National Test-Based Selection (SNBT) is often done subjectively without a structured assessment system. This condition makes it difficult for prospective participants to determine the right learning platform, even though the large number of online tutoring service providers requires an objective decision-making mechanism. This study aims to design a website-based decision support system for recommending online tutoring institutions, taking into account several key criteria, including price, number of tryouts, face-to-face meetings, mentor quality, and learning access. The Analytical Hierarchy Process (AHP) method was used to determine the priority weight of the criteria, while TOPSIS was used to determine the ranking of alternatives based on the distance from the positive and negative ideal solutions. Primary data was obtained by distributing questionnaires to 128 high school and university students who use online tutoring services in the Greater Jakarta area. The results showed that the system successfully produced objective alternative recommendations, with the AHP method identifying the criteria with the highest weight and TOPSIS producing the best alternatives based on the highest preference values.*

*Keywords : DSS, AHP, TOPSIS, Online Tutoring, SNBT*