

SISTEM PENDUKUNG KEPUTUSAN REKOMENDASI MENU FAVORIT BERDASARKAN PENILAIAN PELANGGAN MENGUNAKAN METODE MOORA : STUDI KASUS UMKM STEAK AYAM 88

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ABSTRAK

Penelitian ini mengimplementasikan metode Multi-Objective Optimization on the Basis of Ratio Analysis (MOORA) pada Sistem Pendukung Keputusan (SPK) berbasis web untuk menentukan menu unggulan di UMKM Steak Ayam 88. Masalah utama yang diangkat adalah kesulitan pelanggan dalam memilih varian menu akibat banyaknya pilihan yang tersedia tanpa adanya rekomendasi objektif. Evaluasi dilakukan berdasarkan empat kriteria utama: rasa, harga, porsi, dan penyajian. Data dari 31 responden menunjukkan bahwa Steak Ayam Salad Sayur BBQ (A1) menjadi menu terbaik dengan nilai optimasi 0,17138, disusul oleh Steak Ayam Kentang BBQ (A2) dan Steak Ayam Saus Mushroom (A5). Meskipun terdapat selisih tipis antara kalkulasi manual dan sistem, urutan peringkat yang dihasilkan tetap konsisten. Hasil penelitian membuktikan bahwa sistem berbasis website ini mampu memberikan rekomendasi menu secara akurat, lebih efisien, dan meminimalisir kesalahan manusia dibandingkan metode konvensional.

Kata Kunci: Sistem Pendukung Keputusan, MOORA, UMKM, Rekomendasi Menu, Website.

DECISION SUPPORT SYSTEM FOR FAVORITE MENU RECOMMENDATIONS BASED ON CUSTOMER RATINGS USING THE MOORA METHOD: A CASE STUDY OF THE CHICKEN STEAK 88 MSME

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ABSTRACT

This study implements the Multi-Objective Optimization on the Basis of Ratio Analysis (MOORA) method in a web-based Decision Support System (DSS) to determine the best menu at Steak Ayam 88, a Micro, Small, and Medium Enterprise (MSME). The main problem addressed is the difficulty customers face in selecting a menu due to the wide variety of available options without an objective recommendation system. The evaluation was conducted based on four main criteria: taste, price, portion, and presentation. Data collected from 31 respondents indicate that Steak Ayam Salad Sayur BBQ (A1) achieved the highest optimization value of 0.17138, followed by Steak Ayam Kentang BBQ (A2) and Steak Ayam Saus Mushroom (A5). Although a slight difference was found between the manual calculations and the system calculations, the resulting ranking remained consistent. The findings demonstrate that the proposed web-based system is capable of providing accurate menu recommendations, improving decision-making efficiency, and reducing human errors compared to conventional methods..

Keyword: *Decision Support System, MOORA, MSMEs, Menu Recommendation, Website.*