



Analysis of Customer Satisfaction Survey on E-Commerce Using Simple Additive Weighting Method

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Abstract: E-commerce is used as a transaction medium for buying and selling in digital form, providing many conveniences. The various types of e-commerce that exist make consumers confused about choosing good quality e-commerce. Therefore, this study aims to recommend determining the best e-commerce. One of the models used in this study is the SAW (Simple Additive Weighting) method because this method can provide an accurate assessment based on the criteria values and preference weights that have been determined by the authors. The SAW method can also choose the best alternative from several existing alternatives. Consideration of the use of this method is based not only on decisions made alone but also on considerations from several previous studies. The results obtained from this study using the SAW (Simple Additive Weighting) method with the highest score for customer satisfaction is Tokopedia with a value of 0,992.

Keywords: *e-commerce; simple additive weighting method.*

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