

ABSTRACT

MUHAMAD ARIEF DELVIERO, DECISION SUPPORT SYSTEM FOR DETERMINING STRATEGIC LOCATION FOR OPENING A NEW BRANCH OF GAPTECH COMPUTER STORE TO EXPAND THE SALES AREA USING THE WEIGHTED AGGREGATE SUM PRODUCT ASSESSMENT (WASPAS) METHOD (CASE STUDY: LUBUK BEGALUNG DISTRICT OFFICE).

Selecting a strategic location for opening a new branch is a crucial decision in business development, including for the Gaptech Computer Store, which sells laptops and computer accessories. However, manual and inaccurate location selection can result in low customer traffic, increased operational costs, and failure to achieve sales targets. To address these issues, this study designed and developed a web-based Decision Support System (DSS) using the Weighted Aggregated Sum Product Assessment (WASPAS) method to assist stores in selecting suitable and strategic locations. The WASPAS method was chosen because it combines the advantages of two multi-criteria approaches: the Weighted Sum Model (WSM) and the Weighted Product Model (WPM), resulting in more accurate, objective, and stable evaluation results for the decision-making process. The study results showed that the "Bandar Buat Shophouse Complex on Jl. By Pass KM 10, near Bandar Buat Market, Lubuk Kilangan" received the highest score, with a value of 0.7785, declaring it feasible for opening a new branch. With this system, store management can make data-driven strategic decisions, minimize the risk of location errors, and measurably support the success of business expansion.

Keywords: Decision Support System, WASPAS method, Strategic Location, Gaptech Komputer Store

ABSTRAK

MUHAMAD ARIEF DELVIERO, SISTEM PENDUKUNG KEPUTUSAN PENENTUAN LOKASI STRATEGIS PEMBUKAAN CABANG BARU TOKO GAPTECH KOMPUTER UNTUK MEMPERLUAS AREA PENJUALAN MENGGUNAKAN METODE WEIGHTED AGGREGAT SUM PRODUCT ASSESSMENT (WASPAS) (STUDI KASUS : KANTOR CAMAT LUBUK BEGALUNG)

Pemilihan lokasi strategis untuk pembukaan cabang baru merupakan keputusan penting dalam pengembangan bisnis, termasuk bagi Toko Gaptech Komputer yang bergerak di bidang penjualan laptop dan aksesoris komputer. Namun, dalam pemilihan lokasi masih bersifat manual serta kurang tepat dapat berdampak pada rendahnya kunjungan konsumen, meningkatnya biaya operasional, dan gagalnya pencapaian target penjualan. Untuk mengatasi hal tersebut, penelitian ini merancang dan membangun Sistem Pendukung Keputusan (SPK) berbasis web dengan menerapkan metode Weighted Aggregated Sum Product Assessment (WASPAS) yang dapat membantu toko dalam memilih lokasi yang cocok dan strategis. Metode WASPAS dipilih karena mampu menggabungkan keunggulan dua pendekatan multikriteria, yaitu Weighted Sum Model (WSM) dan Weighted Product Model (WPM), sehingga memberikan hasil evaluasi yang lebih akurat, objektif, dan stabil dalam proses pengambilan keputusan. Hasil penelitian menunjukkan "lokasi Kompleks Ruko Bandar Buat Jl. By Pass KM 10, dekat Pasar Bandar Buat Lubuk Kilangan" mendapat nilai tertinggi dengan nilai "0.7785" dinyatakan layak dalam membuka cabang baru. Dengan adanya sistem ini, manajemen toko dapat mengambil keputusan strategis berbasis data, meminimalkan risiko kesalahan lokasi, serta mendukung keberhasilan ekspansi usaha secara terukur.

Kata Kunci: Sistem Pendukung Keputusan, metode WASPAS, Lokasi Strategis, Toko Gaptech Komputer