

ABSTRAK

Sebagai apresiasi kepada nasabah, PT Pinjam Indonesia memiliki produk Gold berupa potongan sebesar 10% total tagihan yang diberikan kepada dua orang nasabah tiap 6 bulan. Saat ini PT Pinjam Indonesia dalam menentukan nasabah penerima produk gold pada Sistem Pegadaian Online mengalami kesulitan karena banyaknya nasabah.

Oleh karena itu diperlukan suatu Sistem Pendukung Keputusan yang dapat membantu mempercepat dan mempermudah proses pengambilan keputusan. Sistem pendukung keputusan menentukan alternatif nilai terbaik yang layak menerima produk Gold menggunakan *Simple Additive Weighting* (SAW) dengan kriteria yang telah ditentukan. Konsep dasar Metode *Simple Additive Weighting* (SAW) adalah mencari penjumlahan terbobot dari rating kinerja pada setiap alternatif pada semua atribut.

Metode SAW membutuhkan proses normalisasi matriks keputusan ke suatu skala yang dapat di perbandingkan dengan semua rating alternatif yang ada. Dari kriteria yang ada dilakukan proses perhitungan untuk mendapatkan hasil alternatif terbaik penerima produk Gold sehingga dapat memberikan rekomendasi nasabah penerima produk Gold yang lebih objektif

Kata kunci: *Sistem Pegadaian Online, produk Gold, nasabah, Simple Additive Weighting (SAW).*

ABSTRACT

As an appreciation to their customer, PT Pinjam Indonesia has a Gold product. Gold is a product that allows customer to get 10% discount of total bill every 6 months, and is given to two customers. Until now, PT Pinjam Indonesia has difficulties in deciding which customer from Sistem Pegadaian Online deserves to be rewarded with the Gold product, this problem occurs because of the many numbers of customer in the system.

Therefore, Decision Support System is needed to help speed up and make the deciding process easier. Decision Support System decide the highest alternative value that deserves to receive the Gold product using the Simple Additive Weighting (SAW) method with prescribed criterias. The basic concept of Simple Additive Weighting (SAW) method is to find the weighted additive from performance rating of every alternative's attributes.

SAW method needs a normalization process of the decision matrix to a scale that can be compared with every rated alternatives. A calculation process is applied to all the criterias to get the result of which alternative is best to receive the Gold product. This method could help the decision making process to be more objective.

Keyword: *Sistem Pegadaian Online, Gold product, customer, Simple Additive Weighting (SAW).*