

UNIVERSITI TEKNOLOGI MARA

TECHNICAL REPORT

**ONLINE SHOPPING WEBSITES SELECTION
USING ANALYTICAL HIERARCHY PROCESS
(AHP)**

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Abstract

People nowadays tend to shop through the internet instead of physical store, but, unfortunately, there are too many choices of websites out there that prevent them from choosing the most ideal websites since there are no standard criteria to be considered. Thus, online shopping websites selection is the key for their satisfaction. So, the aims of this study are to study the main criteria of online shopping website that most preferable by the users and to determine the preferable online shopping websites based on the main criteria that desirable by the users. To solve these problems, the method has been used in this study is Analytical Hierarchy Process (AHP). This research has been conducted among undergraduate students and staffs in Universiti Teknologi MARA (UiTM) Cawangan Negeri Sembilan Kampus Seremban. The researcher identified alternatives such as Lazada, Shopee, 11street, Carousell and Go Shop. Eight criteria were defined in this regard, which are convenience, product quality, accessibility, attractiveness, reliability, responsiveness, payment option and security. AHP's approach is used in this study to demonstrate the complex decision-making and unstructured problem of selecting online shopping websites in hierarchical structure. The result obtained from this study indicates that the most preferable online shopping website is Shopee (A_2) with the most important criteria that considered by the respondents is Security (C_8). However, these findings could be contrasted with the result obtain by using some other multi-criteria decision-making approach. The recommended method to overcome AHP's limitation is Fuzzy AHP, which is more accurate in producing results for decision-making processes and solving AHP's complexity.

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