

**FUZZY ANALYSIS HIERARCHY PROCESS (FAHP) METHOD  
IN SELECTING THE BEST SMARTPHONE FOR STUDENTS**

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## **ABSTRACT**

This thesis aims to investigate the criteria-criteria of smartphone that lead customers buying it. Nowadays, smartphone has been introduced by many advanced technologies according to the current technology of the world. There are too many smartphones that are the choice of customers with various daily uses. However, which type or criteria that shows the best smartphone especially for students? This issue is what this research about. In order to solve this issue, this research employed the Fuzzy Analytical Hierarchy Process (FAHP) method to identify the main criteria and all the sub-criteria that might be involved and make the final decision as solve the main issue. This research collected data from the questionnaire are answered by 30 respondents who are students in UiTM Kuala Terengganu regarding their personal opinion on choices in selecting smartphone. The result show that functional characteristic criteria are the most significant criteria with the highest weight of 0.693. The research highlight is the important of making decision on selecting the criteria of smartphone before make the final decision.

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