

Universiti Teknologi MARA

Mobile Phone Prepaid Package Recommender System

Nurul Izzah Bte Othman

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ABSTRACT

Telecommunication becomes important medium to communicate and transmit information to all over the world. Nowadays, telecommunication industry in Malaysia is considered as competitive industry as the telecommunication service providers offer variety types of services with competitive price. The services such as call, SMS, MMS, and video call are offered in the form of certain package with certain charges. Thus, customers become confuse to choose telecommunication service provider which offers the lowest charge. This work presents the development of Mobile Phone Prepaid Package Recommender System which recommend the mobile phone prepaid package to customers. Users have to answer a few questions on duration call and video call that they spend in a month, number of SMS and MMS they send in a month. The recommendation is based on the lowest charge. Decision Matrix Analysis technique is used as technique to recommend the lowest charge of prepaid package. Decision Matrix Analysis also known as Multi Attribute Utility Theory is a quantitative method that calculate the utility of every alternative using the Multi Attribute function and selects the alternative with the highest utility. By using this technique, utility of each prepaid package offered by Celcom, Maxis, and DiGi is calculated and the recommendation of the lowest charge is based on the alternative with the highest utility.