

**AN EVALUATION OF TRAVEL
WEBSITE QUALITY USING FUZZY TECHNIQUE FOR
ORDER OF PREFERENCE BY SIMILIRATY TO IDEAL
SOLUTION (TOPSIS) METHOD**

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ABSTRACT

Choosing the right travel website quality is one of the key things to prepare for travel. This is because there are many travel websites with varying rates and many more that offer various services. In order to select a travel website, it is therefore necessary to make the right decision. In order to assess the highest quality of travel websites, this analysis uses Fuzzy TOPSIS. There are several factors that affect the preference of users, such as trust, reliability, responsiveness, navigability, response time, accessibility, security, usability, accuracy, completeness, timeliness, relevance and understandability. Decision makers are asked to rate these variables for QA weight from strongly agree (SA) to strongly disagree (SD), while for alternative evaluation from very good (VG) to very poor (VP); very high and very good determines the most affecting variables while the least is indicated by very low and very poor influencing factors. Next, every data ranking is transformed into a matrix form. Then, calculate a Normalized Matrix for Decisions (NDM). In addition, measure the weighted condition (NDM) and the distance from the worse condition (A-) and the better condition (A+) of each alternative. Finally, measure the closeness of each alternative's coefficient and rate them. The higher the importance of relative closeness, the higher the ranking order. Get the best results, then. Based on this project, alternative 1 (A1) which is Traveloka has the highest ranking order which indicate it have a better performance. In conclusion, the best travel website quality will be calculated on the basis of the 3 criteria given, which are system quality, service and information quality.

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