

**UNIVERSITI TEKNOLOGI MARA**

**TECHNICAL REPORT (MSP 600)**

**SELECTING AN AUTOMOBILE PURCHASE MODEL  
BY USING ANALYTIC HIERARCHY PROCESS (AHP)  
APPROACH**

**(P32M22)**

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## TABLE OF CONTENTS

<b>ACKNOWLEDGEMENTS .....</b>	<b>2</b>
<b>LIST OF TABLES.....</b>	<b>4</b>
<b>LIST OF FIGURES .....</b>	<b>5</b>
<b>ABSTRACT .....</b>	<b>6</b>
<b>CHAPTER 1.....</b>	<b>1</b>
1.1 INTRODUCTION.....	1
1.2 PROBLEM STATEMENT .....	2
1.3 OBJECTIVES .....	3
1.4 SIGNIFICANCE OF THE STUDY .....	3
1.5 SCOPE AND LIMITATION OF STUDY .....	4
1.6 DEFINITION OF TERMS .....	4
<b>CHAPTER 2.....</b>	<b>5</b>
2.1 BACKGROUND THEORY .....	5
2.2 LITERATURE REVIEW/ RELATED RESEARCH .....	5
2.2.1 AUTOMOBILE PURCHASE.....	5
2.2.2 ANALYTIC HIERARCHY PROCESS METHOD (AHP).....	7
2.2.3 ADVANTAGES OF ANALYTIC HIERARCHY PROCESS METHOD (AHP) .....	8
2.2.4 DISADVANTAGES OF ANALYTIC HIERARCHY PROCESS METHOD (AHP) .....	9
2.2.5 APPLICATIONS OF ANALYTIC HIERARCHY PROCESS METHOD (AHP).....	9
<b>CHAPTER 3.....</b>	<b>12</b>
3. RESEARCH METHODOLOGY .....	12
3.1 PROCESS OF RESEARCH METHODOLOGY .....	12
3.2 DATA COLLECTION.....	14
3.3 ANALYSING DATA USING ANALYTIC HIERARCHY PROCESS (AHP) METHOD.....	17
3.3.1 CALCULATE THE WEIGHTAGE OF CRITERIA.....	18
3.3.2 CALCULATE THE WEIGHTAGE OF MODEL.....	25
<b>CHAPTER 4.....</b>	<b>31</b>
4.1 IMPLEMENTATION DATA .....	31
4.2 RESULTS AND DISCUSSION.....	40
4.1 VALIDATION OF RESULT .....	47
<b>CHAPTER 5.....</b>	<b>48</b>
5.1 CONCLUSION .....	48
5.2 MAIN STUDY FINDING.....	48
5.3 RECOMMENDATION .....	49
<b>REFERENCES .....</b>	<b>50</b>
<b>APPENDIX A.....</b>	<b>52</b>
<b>APPENDIX B.....</b>	<b>59</b>

## LIST OF TABLES

<b>Table 1: Definition of Term .....</b>	<b>4</b>
<b>Table 2: The Criterion for Each Criteria .....</b>	<b>18</b>
<b>Table 3: The Pairwise Comparison for the Criteria.....</b>	<b>19</b>
<b>Table 4: Scale of Pairwise Comparison .....</b>	<b>20</b>
<b>Table 5: The Random Index .....</b>	<b>24</b>
<b>Table 6: The Model of Automobile .....</b>	<b>25</b>
<b>Table 7: The Pairwise Comparison for the Model.....</b>	<b>26</b>
<b>Table 8: The Random Index .....</b>	<b>30</b>
<b>Table 9: Degree of Important for Criteria .....</b>	<b>31</b>
<b>Table 10: Weightage for Each Criterion .....</b>	<b>33</b>
<b>Table 11: Random Index.....</b>	<b>34</b>
<b>Table 12: Degree of Important for Alternatives based on All Criteria .....</b>	<b>35</b>
<b>Table 13: Weightage for Each Alternative Criteria 1 .....</b>	<b>36</b>
<b>Table 14: Random Index.....</b>	<b>38</b>
<b>Table 15: The Summary of Alternatives for Each Criterion.....</b>	<b>39</b>
<b>Table 16: Weightage for the Alternatives.....</b>	<b>39</b>

## **ABSTRACT**

Today, having a vehicle is essential to ensuring that all of our everyday journeys go without a hitch, especially a car. Actually, it is important to emphasize the details of car purchases so that future mistakes and regrets can be avoided. Everyone has difficulty selecting the greatest vehicle that meets their preferences since they must adhere to a number of requirements. It is critical to take a strategic approach to the automobile purchase model selection process, especially for buyers. The Analytic Hierarchy Process (AHP) is a system for organizing and evaluating complex decisions that is based on mathematics and psychology. It is divided into three sections: the overall goal or problem that one is aiming to solve, the criteria used to evaluate the alternatives and all conceivable solutions (also known as alternatives). The objectives of this study are to identify the list of criteria and alternatives of this study based on the questionnaire, to determine the important criteria for automobile purchasing selection using AHP method and to recognize the preferable types of an automobile using AHP method. Five criteria and five options were explored in this study. The most essential criterion for the AHP approach was pricing and the most preferred model was Perodua. Future studies are encouraged to collect additional data in order to improve the clarity and precision of the results for the most desirable criteria and alternatives in selecting educational technology.