Abstract

This study aims to obtain information about online shopping models that are in demand by the public, especially those in the city of Manado. Analysis of consumer behavior becomes very important in efforts to develop an e-commerce model application for coconut-derived products. An effective and efficient e-commerce model can be developed for buyers and sellers. Referring to the Likert scale, the information obtained is analyzed using the Fuzzy Tahani method so that it can provide results that become a reference for the development of e-commerce services for coconut-derived products that can be developed for information technology-based smart services.

References


Index Terms

Computer Science

Fuzzy Systems

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Keywords

e-commerce, fuzzy tahani, model.