

ABSTRAK

CV Bangkok Sukses masih menggunakan metode konvensional dan Microsoft Excel secara terpisah dalam proses pemasaran perumahan serta simulasi KPR. Keterbatasan tersebut menimbulkan kendala, seperti risiko kerusakan data, keterlambatan pembaruan informasi ketersediaan unit rumah, serta kesulitan calon pembeli dalam menentukan rumah yang sesuai dengan kemampuan finansialnya. Penelitian ini bertujuan untuk membangun aplikasi Sistem Penjualan Perumahan dengan Sistem Pendukung Keputusan Pemilihan Kredit Pemilikan Rumah menggunakan metode *Simple Additive Weighting* (SAW) pada CV Bangkok Sukses. Metode *Simple Additive Weighting* diterapkan untuk memberikan rekomendasi rumah dan KPR secara objektif berdasarkan tujuh kriteria utama, yaitu harga, DP, cicilan, pendapatan, luas tanah, suku bunga, dan status BI Checking. Hasil penelitian menunjukkan bahwa sistem yang dibangun berhasil mengintegrasikan pengelolaan data perumahan, unit rumah, *customer*, *survey*, *booking*, pembayaran, dan pengajuan KPR dalam satu aplikasi berbasis web. Selain itu, metode SAW mampu menghasilkan rekomendasi rumah yang sesuai dengan kebutuhan dan kemampuan finansial customer sehingga membantu proses pengambilan keputusan secara lebih efektif dan objektif.

Kata Kunci: Properti, Sistem Pendukung Keputusan, *Simple Additive Weighting*, Kredit Pemilikan Rumah.

ABSTRACT

CV Bangkok Sukses still uses conventional methods and separate Microsoft Excel files in its housing marketing and mortgage simulation processes. These limitations create several problems, including the risk of data loss or damage, delays in updating housing unit availability information, and difficulties for prospective buyers in selecting houses that match their financial capabilities. This study aims to develop a Housing Sales System integrated with a Decision Support System for Home Ownership Credit (KPR) Selection using the Simple Additive Weighting (SAW) method at CV Bangkok Sukses. The SAW method is applied to provide objective house and mortgage recommendations based on seven main criteria: house price, down payment, installment amount, income, land area, interest rate, and BI Checking status. The results show that the developed system successfully integrates the management of housing data, housing units, customers, surveys, bookings, payments, and mortgage applications into a single web-based application. Furthermore, the implementation of the SAW method is able to generate house recommendations that match customers' needs and financial capabilities, thereby supporting a more effective and objective decision-making process.

Keywords: Housing Sales System, Decision Support System, Simple Additive Weighting (SAW), Home Ownership Credit (KPR), House Recommendation.