Pengembangan Fitur Rating UMKM pada Aplikasi Online Delivery Food Menggunakan Metode Simple Multi-Attribute Rating Technique (SMART) (Studi Kasus Dkampus)

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Abstract
The rapid advancement of digital technology in the current era has led to significant changes in societal behavior, particularly among students. The use of smartphones as the primary tool for daily activities has resulted in the gradual abandonment of conventional methods, such as purchasing food directly from physical locations. In response to this context, an online food delivery application called DKampus has been developed. DKampus is specifically designed for campus environments, allowing users to order food online. DKampus has taken the initiative to develop a feature for small and medium-sized enterprises (SMEs) with superior ratings, enabling users to view a list of top-rated SMEs tailored to their location. This feature aims to make it easier for users to make decisions during the food ordering process, reducing confusion and saving time, thereby increasing efficiency. The development of this feature employs the Simple Multi-Attribute Rating Technique (SMART). The implementation of the SMART method involves determining the criteria that users can use as a basis for evaluating SMEs. Each criterion is then assigned a weight, and the normalized weight of each criterion is calculated. The alternative with the highest score becomes the top priority and the best choice. Testing the accuracy of the rating feature using the Mean Absolute Error (MAE) method resulted in an MAE of 0.40, indicating an average error of approximately 0.40 points in each rating.
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