

ABSTRACT

Portal Konsumen is a portal recommendation web for consumer to choose and decide product that bought. Rationale for development of Portal Konsumen is consumer behaviour to decide buy a product that before do searching information about that product to other consumer who have never used it. In information searching, consumer will to ask directly to other consumer who have never used this product. Furthermore, statement of consumer satisfaction on a product and a desire to deliver satisfaction to others. Supported by the rapid growth of Internet usage in Indonesia and the easy access to internet, consumer web portal can be used as a container solution in accommodating and disseminating information about a product through a review of the product.

The model used as Portal Konsumen's web development concepts are peer-reviewed in the writing product reviews and Bayesian Estimate yang that combined with Weighted Scoring Model for determining the rating method. The model is used and combined with other web portals are already there to obtain the desired results. While the methods used to develop the consumer web portal is a method in which the Modified Waterfall business process analysis with a comparison of features of the first business process analysis exists to meet the needs of consumers. Then do the design using the BPMN (Business Process Model Notation) as designing business process, UML (Unified Modeling Language) system design, coding phase to portal web evaluation for testing of the user needs.

Portal Konsumen's web also provides features to decide on the purchase of alternative products and compare features such as search best product. For further development, there are still many improvements and other features that much more to support the needs of consumers

Keywords :portal, consumer behaviour, internet, product, consumer.