

**PENILAIAN USABILITAS DAN KUALITAS LAYANAN PADA E-COMMERCE DENGAN  
MENGUNAKAN INTEGRASI METODE *ANALYTICAL HIERARCHY PROCESS (AHP)* DAN  
*TECHNIQUE FOR ORDER PERFORMANCE BY SIMILARITY TO IDEAL SOLUTION (TOPSIS)***

THE ASSESSMENT OF USABILITY AND SERVICE QUALITY IN E-COMMERCE USING THE INTEGRATION  
OF ANALYTICAL HIERARCHY PROCESS (AHP) AND TECHNIQUE FOR ORDER PERFORMANCE BY  
SIMILARITY TO IDEAL SOLUTION (TOPSIS)

Tesis Disusun

oleh

**ALFIAN ABDUL GHAFAR**

**2401182104**



MAGISTER MANAJEMEN FAKULTAS FAKULTAS

EKONOMI DAN BISNIS UNIVERSITAS TELKOM

BANDUNG

2023