Abstract

This study focuses on the implementation of the Analytical Hierarchy Process (AHP) algorithm in Qirby, a property application under PT Astha Cipta Property. AHP, designed by Thomas L. Saaty, offers a systematic approach to complex problem-solving, aligning well with the multifaceted nature of product recommendations. Leveraging the Laravel framework, known for its robust features, the integration of AHP aims to enhance the sophistication of Qirby's recommendation system, providing users with accurate and personalized suggestions.

Key problems addressed include defining AHP criteria for product recommendations, outlining the implementation process in Qirby, and assessing the effectiveness of AHP in improving recommendation quality. Objectives involve identifying and measuring decision-making criteria for AHP and implementing AHP in Qirby's product recommendations. The study aims to contribute to improved decision-making processes and elevate the overall quality of product recommendations, benefiting both PT Astha Cipta Property and Qirby users.

Keywords: *AHP, Qirby, Laravel, Framework, decision-making, Recommendations.*