

## **IMPLEMENTASI METODE PROFILE MATCHING PADA FITUR PENCARIAN PRODUK LAPTOP DI TOKO ONLINE ANGKASA KOMPUTER SEMARANG.**

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### **ABSTRAK**

Angkasa Komputer merupakan perusahaan yang bergerak di bidang penjualan perlengkapan/peripheral komputer. Mereka memiliki toko online yang memasarkan berbagai produk. Salah satunya adalah produk laptop.

Pada saat ditawarkan melalui toko online, masing-masing laptop akan terlihat sama. Perbedaan mereka hanya pada manufacturer, spesifikasi teknis, fitur produk, dan harga. Biasanya untuk membantu calon pembeli, toko online memberikan fitur pendukung pencarian produk. Untuk calon pembeli yang kecenderungan memilih produk karena fitur produk, toko online sering menambahkan fitur perbandingan produk (product comparison) yaitu memberikan halaman untuk membandingkan seluruh fitur-fitur produk pada beberapa produk yang dipilih/diminati calon pembeli.

Angkasa komputer ingin memberikan fitur pencarian produk berdasarkan spesifikasi perifererl kepada calon pembeli di toko online mereka. Karena itu angkasa komputer menambahkan fitur pencarian produk yang akan membantu calon pembeli menentukan keputusan pembelian produk laptop.

Kata Kunci : IMPLEMENTASI METODE PROFILE MATCHING PADA FITUR PENCARIAN PRODUK LAPTOP DI TOKO ONLINE ANGKASA KOMPUTER SEMARANG, Teknologi.

## **IMPLEMENTATION OF PROFILE MATCHING METHOD IN SEARCH FACILITIES OF LAPTOP PRODUCT IN ONLINE SHOP ANGKASA COMPUTER SEMARANG**

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### **ABSTRACT**

Angkasa Computer is a company engaged in the sale of equipment / computer peripherals. They have an online store that markets a variety of products. One of them is a laptop product.

When offered through an online store, each laptop will look the same. Their differences are only with manufacturers, technical specifications, product features, and prices. Usually to help prospective buyers, online stores provide product search support features. . For prospective buyers who tend to choose products because of product features, online stores often add product comparison features (ie, page comparison), which provides pages to compare all product features on selected products / interests of potential buyers.

Angkasa Computer want to provide product search features based on peripheral specifications to potential buyers in their online store. Therefore, Angkasa Computer adds a product search feature that will help potential buyers decide on purchases of laptop products.

**Keyword : IMPLEMENTATION OF PROFILE MATCHING METHOD IN SEARCH FACILITIES OF LAPTOP PRODUCT IN ONLINE SHOP ANGKASA COMPUTER SEMARANG, Technology.**