Analysis of Customer Satisfaction Survey on E-Wallets Using Simple Additive Weighting and TOPSIS Methods

M. Y. Anshori [1], I. H. Santoso [2], T. Herlambang [3*],
M. Tafrikan [4], M. Adinugroho [1], K. Oktafianto [5] and A. A. Firdaus [6]

[1] *Department of Management, Universitas Nahdlatul Ulama Surabaya, Indonesia.*
[2] *Department of Accounting Magister, University of Wijaya Kusuma, Surabaya, Indonesia.*
[3] *Department of Information System, Universitas Nahdlatul Ulama Surabaya, Indonesia.*
[4] *Department of Mathematics, University of PGRI Ronggolawe, Indonesia.*
[5] *Department of Mathematics, University of Islam Negeri Walisongo, Indonesia.*
[6] *Department of Engineering, Faculty of Vocational, Universitas Airlangga, Indonesia.*

Abstract: Understanding customer's behaviors has an important role in business. The customer's behaviors dramatically change in line with technology development. In this modern era, customers buy goods no longer by cash payment but by electronic payment. E-wallet (electronic wallet) is a form of Fintech (Finance Technology) that utilizes internet and is used as an alternative payment method such as Funds, Shopeepay, Gopay, Ovo, Sakuku. In this study, the researchers examined which one had the high rate of the e-wallet customer satisfaction using the SAW and TOPSIS methods. Both methods were able to make more accurate assessments and predetermined preference weights. After the method implementation was done, it was concluded that the customer satisfaction surveys on e-wallet applications by using the SAW and TOPSIS methods showed the same results, that is, the first highest was DANA, the second was Shopeepay, the third was Gopay, the fourth was OVO, and the fith was Sakuku. Based on those results, the SAW and TOPSIS methods were recommended for use because they have relevant results.

Keywords: *e-wallet; customers; SAW, TOPSIS.*

Mathematics Subject Classification (2010): 90B50, 68U35.

---

* Corresponding author: mailto:aa.firdaus@vokasi.unair.ac.id