

**An Analytic Hierarchy Process (AHP) Study on
Laptops Selection Criteria among University Students**

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ABSTRACT

Purpose: Laptops are current day demand and considered as definite need than a luxury, in today's fast paced world, it simplify work and life as well. Having a portable PC that helps to take work along with, to all the places that one goes, has actually become a necessity. It contributes towards the upliftment of performance, work easiness by introducing the home office concept and provide a creative insight for the work. Laptops market is a highly competitive market in the present scenario. Due to rapid changes in the field of technology day by day new notebook brands comes in to existence. Also, the consumer desires and expectations are moving on. (Sharma, 2012), Laptops is playing a dominant role among students, like heart's importance to human body, laptop computer is playing a vital role in day to day operations, there are many features to be considered while purchasing a laptop, analyzing the purchase decision of students, buying pattern, frequency, advanced Features etc., are very important. The research paper further uses the analytic hierarchy process (AHP) approach to find out which features are more important for the students decision-making when purchasing a laptop, this paper will help student to clarify the important criteria which impact their decision making process for their next laptop as well as help some companies to know how university students evaluate their laptops brand in terms of the selected criteria.

Design/Methodology/Approach: the design methodology and approach is based on AHP model. This paper has two questionnaires; one is usage behavior questionnaire for laptops users in university, which has been analyzed by SPSS. and an AHP questionnaire, which has been analyzed by SuperDecisions.

Findings: The alternatives for this research are Apple, Dell, and Acer. Results indicate that Apple is the more appealing laptop brand to university students; followed by Dell then Acer a, they also close to each other. The main criteria which are important to students are post-purchase services and technical features,

for the sub-criteria ,memory capacity ,laptop weight ,price and warranty are more important to the students in decision-making process.

Also this research contains laptops usage behavior among UCSI university student.

Research Limitations/Implications: The limitation of this research is the sample size which is students in UCSI University.