

## ABSTRACT

*Develop technology that is engaged in digital economic trends. Eresto is one of the Software-as-a-Service (SaaS) developer startups, but Eresto needs to determine alternative strategies to develop and develop various factors. Three stages are available at this stage, namely the input stage, matching stage and decision stage. The input stage is done using two strategic management tools, namely the IFE and EFE matrices. The matching phase is done with several strategy formulation tools, namely the SWOT matrix and IE matrix. The decision stage uses QSPM as a tool that will determine the best strategy.*

*The method used is a mixed method using sequential exploration design. Sampling was carried out by purposive sampling method with 4 speakers. In this study is a test of credibility (internal validity) and transferability (external validity) through triangulation to uncover interview instruments. Weighting and correction on tools use the AHP technique which will produce a pairwise comparison matrix.*

*The results of the input stage analysis show the total score on the IFE matrix is 2.95; EFE matrix 2.68. The results of matching the strategic steps that can be applied are in accordance with the SWOT analysis, namely: market penetration, product development at the same time as alternative market strategies, product development. The decision results of the decision stage are two alternative strategies for Eresto, namely the strategy of market penetration and product development. The most perfect strategy for analyzing the QSPM for Eresto is the market penetration strategy with a total score of 5.74.*

***Keywords: Management Strategy, AHP, QSPM, IFE, EFE, IE, SWOT. Pairwise Comparison***