

ABSTRACT

Nurul Fikri is a tutoring institution that is in great demand by students as a support for the learning process at school. Nurul Fikri has 118 branches spread across Indonesia. Nurul Fikri will continue to open new branches to meet the increasing number of student requests every year. The institution has only determined the location of new branches in a conventional manner without any definite mathematical method and calculation.

The steps in this research are interviewing interviewees to get data in determining the previous location, doing calculations using the Analytical Hierarchy Process (AHP) method, and comparing the results of the calculation of the AHP method with the data in the field as validation of the decisionmaking model.

This study produces a weighting of the criteria, namely 7% for competitor location criteria, 16% for the number of schools, 10% for the number of housing criteria, 10% for public transportation access criteria, 3% for alternative distance criteria, 19% for location price criteria, 20% for building area criteria, and 15% for parking space criteria. The priority list of selected alternative solutions resulted in Abdurahman Saleh's best alternative solution with a score of 0.45 using the AHP method and a score of 0.25 on secondary data processing. The value of the criteria weight is used as a reference for the decision-making model for determining the new location of the Nurul Fikri Tutoring Institute.

Keywords: *Nurul Fikri, Decision making model, AHP.*