

ABSTRACT

At this time the food and beverage industry has become one of the industries that is growing and always increasing. The Ministry of Industry (Kemenperin) noted that the beverage industry activity in the first semester of 2019 grew by 22.7% on an annual basis and also the beverage industry's contribution to gross domestic product (GDP) was 2.01% in the non-oil and gas processing industry. Currently, beverage products that are circulating in Indonesia are of course not only from large industries, but also from small industries that also have a variety of products that are certainly no less attractive to every society. One of the few drinks that is still viral compared to other drinks is coffee milk.

Coffeetree is one of the coffee shops in Ciamis Regency and stands in the middle of the trend of coffee shops in Indonesia. A few months ago Coffeetree discovered a problem, namely a decrease in the quality of the roasted coffee beans. Coffee beans at Coffeetree are currently supplied by several suppliers. This problem arises when Coffeetree only considers the selling price of coffee beans offered in choosing which supplier to use. Coffeetree requires a coffee bean supplier selection system according to predetermined criteria, in order to achieve the best results.

The method used in this study is the AHP (Analytical Hierarchy Process) method by using expert choice and giving questionnaires to respondents who have become experts in selecting coffee bean suppliers at Coffeetree.

The most important criteria in selecting coffee bean suppliers at Coffeetree are quality criteria with a weight of 0.423, cost criteria with a weight of 0.321, delivery criteria with a weight of 0.118, flexibility criteria with a weight of 0.089, and responsiveness criteria with a weight of 0.048. For alternative priority coffee bean suppliers with the first rank are supplier A (Space Company) with a weight of 0.490, second rank supplier B (Pilo Coffee) with a weight of 0.379, and the last rank supplier C (Kopi Dewa) with a weight of 0.131.

Keywords : *Analytical Hierarchy Process, Supplier Selection, Expert Choice*