

ABSTRACT

This study aims to analyze the selection of the best non-subsidized NPK fertilizer supplier at Sami Tani Kiosk using the Analytical Hierarchy Process (AHP) method. In MSME businesses, choosing the right supplier is very important in the sustainability of these MSMEs. The AHP method is used because this method has the ability to solve complex problems into a hierarchical structure that is easy to analyze.

This research identifies relevant criteria and sub-criteria by collecting data through questionnaires and interviews with Sami Tani Kiosks. The analysis carried out in this study used Microsoft Excel. The main criteria in this research are price, quality, service, delivery accuracy, and quantity accuracy.

This study shows that the quality criterion with a weight of 0.54 is the first ranking criterion. These criteria are successively followed by price criteria with a weight of 0.16, quantity accuracy criteria with a weight of 0.13, delivery accuracy criteria with a weight of 0.09, and service criteria with a weight of 0.07. Based on data analysis, Supplier 2 is the best supplier with the highest weight of 0,411. Meanwhile, Supplier 1 is in second place with a weight of 0,340 and Supplier 1 is in third place with a weight of 0,291.

The results of this study provide objective and measurable recommendations regarding the selection of suppliers of non-subsidized NPK fertilizers at Sami Tani Kiosks. This research has a contribution in the application of the AHP method to help business actors such as Kiosks Sami Tani in determining the best supplier for the sustainability of MSME businesses.

Keywords: Analytical Hierarchy Process, Operations Management, Supply Chain Management, supplier, fertilizer