

ABSTRACT

The inconsistency of outlet ratings has become one of the main issues faced by PT XYZ, a food and beverage company operating under a cloud kitchen model. Although the company has shown positive revenue growth, several outlets have received poor ratings and reviews, ultimately leading to their closure. This study aims to design Key Performance Indicators (KPI) for outlets based on the analysis of Critical Success Factors (CSF), which serve as a reference in maintaining the consistency of service quality and operations. The Analytic Hierarchy Process (AHP) method is used to determine the priority of criteria and parameters based on the highest weights, which will then become the Performance Indicators (PI). The study results in 10 selected KPIs, including the percentage of SKU specification compliance, raw material availability, and customer waiting time during rush hours. The designed KPIs are then compared with the Standard Operating Procedures (SOP) and customer reviews on digital platforms to ensure alignment with operational needs and customer expectations. Through the implementation of these KPIs, the company is expected to monitor outlet performance more objectively and proactively prevent rating declines that could impact customer loyalty and outlet sustainability.

Keywords: *Key Performance Indicator, Critical Success Factor, Analytic Hierarchy Process.*