

ABSTRACT

*CV. Tivaza Light Dermatologika Indonesia is a company that provides skincare products and pharmaceuticals for aesthetic clinics. The main issue faced by the company is the suboptimal supplier selection process, which has been conducted subjectively and not based on measurable criteria. This has resulted in issues such as delayed deliveries, inconsistent product quality, and expired items, all of which affect the clinic's operations. This study aims to design a decision support system for selecting the best supplier for the moisturizer product category, which has the highest sales volume in the clinic. The method used is the Analytical Hierarchy Process (AHP) with the help of SuperDecisions software, to determine the priority weights of various criteria such as price, quality, delivery, and service. Data collection was carried out through pairwise comparison questionnaires distributed to relevant stakeholders. The calculation results show that PT G is the supplier with the highest priority value of 18.48, while the alternative with the lowest value is PT D, with a priority value of 6.34. The consistency ratio (CR) test resulted in a value below 0.1, indicating that the respondents' assessments are logical and acceptable. In addition, the rater agreement analysis using Kendall's *W* coefficient shows a high level of agreement among evaluators. Therefore, AHP has proven to be an effective tool for supporting decision-making in supplier selection within the beauty clinic industry.*

Keywords: *AHP, supplier selection, beauty clinic, Criteria weighting, SuperDecisions*