

## ABSTRACT

Currently, the development of Micro, Small, and Medium Enterprises (MSMEs) in Indonesia is growing rapidly, providing opportunities for the community to develop businesses in various fields, including the fashion sector. Odelia Hijab is an MSME engaged in the Muslim fashion industry located in Sumedang Regency. In the production process, several obstacles hinder optimal production, such as unmet demand for fabric raw materials and uncertainty in supplier selection. Therefore, the supplier selection process becomes the focus of this research, aiming to establish priority criteria for supplier selection and design a supplier selection procedure for MSMEs in accordance with ISO 9001:2015 clause 8.4.1 and van Weele's supplier selection criteria to improve process efficiency.

In this research, the Business Process Improvement (BPI) method was chosen as an approach to streamline the supplier selection process and ensure compliance with ISO 9001:2015 standards. The design stages involve the Analytic Hierarchy Process (AHP) method to determine priority criteria for supplier selection. Subsequently, verification and validation of the design results are needed to ensure conformity with standards and company needs.

The proposed solution design for the issues faced by Odelia Hijab MSME includes a supplier selection procedure integrated with priority criteria and process improvement mapping. The final design of the supplier selection procedure resulted in an efficiency increase of 11.9%. The integrated supplier selection process with priority criteria provides a stronger foundation to ensure that every selected supplier meets the highest standards. The new standards and procedures are expected to enhance the efficiency and quality of Odelia Hijab's supplier selection process.

This research benefits Odelia Hijab MSME by providing concrete solutions to improve the supplier selection process, optimize business performance, and comply with ISO 9001:2015 Clause 8.4.1. With the solutions derived from this research, Odelia Hijab can enhance the quality of its products through better and more reliable supplier selection.

**Keywords:** *Supplier Selection, ISO 9001:2015, Business Process Improvement, AHP*