

## ***ABSTRACT***

This study aims to analyze the selection criteria of noodle suppliers for Mie Baek Ekspres using the Analytical Hierarchy Process (AHP) method. In the fast food industry, selecting the right supplier is crucial to ensure product quality, timely delivery, and cost efficiency. The AHP method was chosen for its ability to break down complex problems into a hierarchical structure that is easier to analyze.

The research process involved identifying relevant criteria and sub-criteria, collecting data through questionnaires and interviews with management, and analyzing data using AHP software. The main criteria used in supplier selection include price, quality, service, delivery timeliness, and quantity accuracy.

The results show that the quality criterion has the highest weight (38.1%), followed by quantity accuracy (30.5%), price (18.8%), service (7.5%), and delivery timeliness (5.2%). Based on the analysis, Supplier A is rated as the best supplier with a weight of 80.2%, while Supplier B obtains a weight of 19.8%.

This research provides objective and measurable recommendations for the noodle supplier selection process, thereby supporting the optimal operation of Mie Baek Ekspres. The contribution of this research lies in the application of the AHP method to help SMEs like Mie Baek Ekspres make strategic decisions related to supplier selection, which can enhance competitiveness and business sustainability in a highly competitive industry.

**Keywords:** Supplier Selection, Analytical Hierarchy Process (AHP), Product Quality.