

ABSTRACT

Micro, Small and Medium Enterprises (UMKM) Tahu Iput Sokaraja is a prominent small and medium enterprise in the food industry, specializing in natural tofu production without chemical preservatives. Located in Sokaraja, it has operated as a significant tofu manufacturer for twenty-six years. The enterprise faces challenges primarily related to soybean procurement delays, impacting production efficiency. To address these issues, UMKM Tahu Iput employs the Analytical Hierarchy Process (AHP) for supplier selection, emphasizing criteria such as price, quality, delivery reliability, and supply capacity. Through AHP analysis using tools like Microsoft Excel and SuperDecisions software, the enterprise assigns weights to criteria and alternatives (suppliers), determining PT. Scoular (Supplier X) as the optimal choice with the highest global weight of 0.5667. This methodical approach not only enhances soybean procurement efficiency but also improves operational effectiveness and product quality. Recommendations include continuous AHP proficiency enhancement and stakeholder involvement to ensure transparent and widely accepted decision-making processes in supplier selection for soybean sourcing.

Keywords: *Analytical Hierarchy Process (AHP), Decision Making, Micro, Small and Medium Enterprises (UMKM).*