

ABSTRACT

The rapid growth of the *culinary* industry in Bandung City has encouraged many *Micro, Small, and Medium Enterprises (MSMEs)* to expand their businesses. One such enterprise is See Dimsum, an MSME engaged in Chinese-style *street food*. The main problem faced is how to determine the most appropriate business location among several available alternatives to ensure that the expansion has a positive operational and financial impact.

This research aims to determine the weighting of each criterion in selecting a business location, compare the importance between criteria, and identify the best alternative location for See Dimsum's business expansion. The study also aims to provide accurate location recommendations through a structured and objective analysis.

The method used is the *Analytical Hierarchy Process (AHP)*, a multi-criteria decision-making method that ranks alternatives based on pairwise comparisons of criteria. Data were collected through in-depth interviews, field observations, and literature studies. The criteria used in the analysis include legal, market, technical, demographic, economic, and social aspects.

The results show that the market aspect has the highest priority weight, followed by technical and demographic aspects. Among the three alternative locations—Lengkong Culinary Market, Taman Citarum, and Kosambi—Lengkong Culinary Market was ranked the highest and is recommended as the optimal expansion site for See Dimsum.

This research provides practical contribution in the form of a business location decision-making model based on AHP that can be applied by MSMEs. It also offers academic value as a reference for further studies in *strategic business decision-making*. Future researchers are encouraged to expand the location scope and integrate AHP with spatial analysis approaches such as *Geographic Information System (GIS)* for more comprehensive results.

Keywords: *Analytical Hierarchy Process*, business location, MSMEs, expansion, See Dimsum