

## ***ABSTRACT***

*Madilog Roastery, a micro, small, and medium enterprise (MSME), faces difficulties in selecting the most appropriate coffee bean supplier due to multiple supplier alternatives for Robusta and Arabica coffee beans with different levels of quality, price, capacity, and delivery time. This condition causes the supplier selection process to be subjective and may affect product quality. This study aims to determine the best coffee bean supplier at Madilog Roastery using the Analytical Hierarchy Process (AHP) method as a decision-making tool. The criteria used in this study include quality, price, capacity, and delivery time, with data processing conducted using the Expert Choice application. The results indicate that quality is the most important criterion in supplier selection. Based on the AHP analysis, Pandan Sari is selected as the best supplier for both Robusta and Arabica coffee beans. All calculations show a Consistency Ratio (CR) value of  $\leq 0.1$ , indicating that the results are consistent and reliable for supporting decision-making at Madilog Roastery.*

**Keywords:** *Supplier Selection, Coffee Beans, MSMEs, Analytical Hierarchy Process (AHP)*