

## ABSTRAK

Dalam persaingan industri, perusahaan menghadapi permintaan konsumen yang semakin meningkat, siklus hidup produk yang semakin singkat, dan pengirisan harga yang semakin tajam. Kondisi ini mengakibatkan perusahaan untuk fokus pada kompetensi utama (melakukan *outsourcing* untuk beberapa atau keseluruhan produknya), dan memperbaiki rantai pasok.

Dalam melakukan pemilihan *supplier*, ada berbagai kriteria yang dijadikan bahan pertimbangan. Kriteria seperti harga, kualitas, dan waktu pengiriman merupakan beberapa bahan pertimbangan yang masing-masing perlu diperhatikan dalam memilih *supplier*.

Adapun tujuan dari penelitian ini adalah menganalisis kriteria apa saja yang digunakan dalam pemilihan *supplier* yang sesuai dengan kondisi saat ini. Untuk menganalisis kriteria yang digunakan dalam pemilihan *supplier* penelitian ini menggunakan metode *Analytical Hierarchy Process* (AHP). Hasilnya didapat 5 kriteria pemilihan *supplier* yang terdiri dari *Quality* (44%) memiliki sub-kriteria *Image Different Colour* (27%), *Thickness* (13%), *Hardness* (15%), *Adhesive* (23%) dan *Gloss* (22%). Kriteria *Delivery* (19%) memiliki sub-kriteria *On Time Delivery* (100%). Kriteria *Price* (14%) memiliki sub-kriteria *Competitive Price* (48%) dan *Price Adjustment* (52%). Kriteria *Service* (6%) memiliki sub-kriteria *Technical Support* (43%) *Quick Response* (46%), *Ease Communication* (24%). Dan yang terakhir kriteria *Attitude* (17%) memiliki sub-kriteria *Respect* (46%) dan *Good Response* (54%). *Supplier* yang terpilih berdasarkan penilaian bobot yang sudah ditentukan adalah PT Kansai Paint Indonesia dengan total bobot nilai 471,50.

**Kata Kunci :** Pemilihan *Supplier*, Kriteria *Supplier*, *Analytical Hierarchy Process* (AHP).

## **ABSTRACT**

*In industrial competition, companies face increasing consumers demands, the short product life cycle, and cost reduction. As the result of a company to focus on outsourcing (do the outsourcing for some or whole product), and improving supply chain.*

*In choosing huge supplier of, there are various criteria which have been used for consideration. Criteria such as the price, the quality, and time of delivery is some consideration each of which must be paid attention when choosing the supplier.*

*The purpose of the study are analyzing the criteria whatever used in the supplier selection based on current condition. To analyze the criteria that were used in the supplier selection of method was used in the study Analitical Hirearchy Process (AHP). The results obtained 5 the criteria for supplier selection consisting of quality ( 44% ) having sub criteria image different colour (27%) , thickness (13%) , hardness (15%) , adhesive (23%) and gloss (22%) .The criteria for delivery (19%) having sub ccriteria delivery on time (100 %) .The criteria for price (14%) having sub criteria competitive price (48%) and price adjustment (52%) .The criteria for service (6%) having sub criteria technical support (43%) quick response (46%) , ease communciation (24%). And the last criteria attitude (17%) having sub criteria respect (46%) and good response (54%). Selected supplier of chosen based on the assessment of a weight that had already been determined were PT Kansai Paint Indonesia with a total of 471,50.*

**Key Word** : *Supplier Selection, Supplier Criteria, Analitical Hirearchy Process (AHP).*

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