

ABSTRAK

Penelitian ini bertujuan untuk merumuskan strategi pemilihan pemasok *raw material* Pirazinamid untuk Manufaktur Anuh Pharma di PT XYZ guna meningkatkan efisiensi operasional dalam industri farmasi. Pemilihan pemasok dilakukan menggunakan metode Analytical Hierarchy Process (AHP) dengan lima kriteria utama: *Price*, *Delivery*, *Flexibility*, *Responsiveness*, dan *Sustainability*. Pendekatan kuantitatif dan kualitatif digunakan dalam penelitian ini, dengan data primer diperoleh melalui wawancara mendalam dan data sekunder dari dokumen serta literatur yang relevan. Hasil analisis menunjukkan bahwa kriteria *Sustainability* memiliki bobot tertinggi (0,357), diikuti oleh *Price* (0,237), *Delivery* (0,197), *Flexibility* (0,107), dan *Responsiveness* (0,100). Pemasok terbaik yang terpilih adalah PT Global Chemindo Mega Trading (GCM) dengan bobot prioritas 0,4256, unggul dalam kesesuaian harga, termin pembayaran, dan pengiriman tepat waktu. Penerapan AHP diharapkan dapat meningkatkan efisiensi operasional serta mendukung keberlanjutan bisnis perusahaan melalui perbaikan proses pengadaan bahan baku dan penguatan hubungan dengan pemasok.

Kata Kunci: Pemilihan Pemasok, *Analytical Hierarchy Process* (AHP), Efisiensi Operasional, Kriteria Pemasok, Industri Farmasi.

ABSTRACT

This study aims to formulate a supplier selection strategy for Pirazinamid raw materials for Anuh Pharma Manufacturing at PT XYZ to enhance operational efficiency in the pharmaceutical industry. The supplier selection process employs the Analytical Hierarchy Process (AHP) method, considering five main criteria: Price, Delivery, Flexibility, Responsiveness, and Sustainability. A combination of quantitative and qualitative approaches was utilized, with primary data collected through in-depth interviews and secondary data derived from relevant documents and literature. The analysis revealed that Sustainability holds the highest weight (0.357), followed by Price (0.237), Delivery (0.197), Flexibility (0.107), and Responsiveness (0.100). The best supplier selected is PT Global Chemindo Mega Trading (GCM), with a priority score of 0.4256, excelling in sub-criteria such as price suitability, payment terms, and timely delivery. The application of AHP is expected to improve operational efficiency and support business sustainability through the optimization of raw material procurement processes and the strengthening of supplier relationships.

Keywords: *Supplier Selection, Analytical Hierarchy Process (AHP), Operational Efficiency, Supplier Criteria, Pharmaceutical Industry.*