

## ABSTRAK

# PEMILIHAN *SUPPLIER* IKAN NILA KONSUMSI DI RITEL KERTAMANGGALA KAWALI CIAMIS

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*Supplier* berperan penting dalam efisiensi biaya usaha karena sebagian besar biaya operasional berasal dari pembelian bahan baku. Pemilihan *supplier* yang tidak tepat dapat menyebabkan kerugian, sehingga diperlukan pemilihan *supplier* yang sistematis dan objektif. Ritel Kertamanggala belum memiliki prioritas *supplier* ikan nila konsumsi serta kriteria dan sub kriteria pemilihan *supplier* prioritas, sehingga menghadapi kendala berupa ketidakseragaman ukuran ikan, adanya ikan mati, dan kapasitas produksi *supplier* belum optimal, yang berdampak pada ketidakmampuan memenuhi permintaan pasar secara konsisten. Penelitian bertujuan untuk menentukan urutan kriteria dan sub kriteria, dan *supplier* prioritas ikan nila konsumsi di Ritel Kertamanggala. Penelitian dilaksanakan pada November 2025 sampai Maret 2026 di Ritel Kertamanggala dengan melibatkan delapan informan berdasarkan *expert judgement*, terdiri atas tiga informan internal dan lima informan eksternal. Metode analisis yang digunakan adalah analisis deskriptif dan *Analytical Hierarchy Process* (AHP) menggunakan *Software Super Decision 3.2.0*. Hasil penelitian menunjukkan prioritas kriteria dan sub kriteria secara berurutan, yaitu kriteria kualitas dengan sub kriteria ukuran seragam dan tingkat ketidakcacatan, kriteria fleksibilitas dengan sub kriteria fleksibilitas dalam jumlah pemesanan dan fleksibilitas dalam waktu pemesanan, kriteria pelayanan dengan sub kriteria cepat tanggap terhadap keluhan, jaminan atau garansi, dan kemudahan pergantian produk, kriteria pengiriman dengan sub kriteria kondisi ikan saat tiba di ritel, ketepatan waktu pengiriman, dan kondisi ikan nila konsumsi saat tiba di ritel, serta kriteria harga dengan sub kriteria harga kompetitif dan kemampuan bernegosiasi. Hasil penelitian juga menunjukkan prioritas *supplier* secara berurutan, yaitu POKDAKAN Sukamatuh, POKDAKAN Labuanbulan, Cipaku, POKDAKAN Wirasejahtera, POKDAKAN Situhapa.

Kata Kunci: *Supplier*, Ikan Nila, Ritel Kertamanggala

## **ABSTRACT**

### **SUPPLIER SELECTION FOR CONSUMPTION SIZE AT KERTAMANGGALA RETAIL KAWALI CIAMIS**

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*Suppliers play an crucial role in business cost efficiency, as a substantial portion of operational costs stems from raw material procurement. Inappropriate supplier selection can lead to financial losses; therefore, a systematic and objective approach to supplier selection is essential. Kertamanggala Retail currently lacks established supplier priorities, as well as defined criteria and sub criteria for supplier evaluation. This results in challenges such as inconsistent fish sizes, the presence of dead fish, and suboptimal supplier production capacity, which collectively hinder the store's ability to consistently meet market demand. This study aims to determine the order of criteria and sub criteria and to identify priority suppliers of consumption size tilapia at Kertamanggala Retail. The research was conducted from November 2025 to March 2026 at Kertamanggala Retail, involving eight informants based on expert judgment, comprising three internal informants and five external informants. The analysis methods used were descriptive analysis and the Analytical Hierarchy Process (AHP) using Super Decision 3.2.0 software. The results indicate the priority criteria include quality, flexibility, service, delivery, and price. Quality consist of uniform size and defect rate. Flexibility includes flexibility in order quantity and order timing. Service covers responsiveness to complaints, warranty or guarantee, and ease of product replacement. Delivery involves fish condition upon arrival, on-time delivery, and the condition of consumption size tilapia upon arrival. Price includes competitive pricing and negotiation ability. The result also show that the priority suppliers are POKDAKAN Sukamatuh, followed by POKDAKAN Labuanbulan, Cipaku, POKDAKAN Wirasejahtera, and POKDAKAN Situhapa.*

*Keywords: Supplier, Tilapia, Kertamanggala Retail*