

ABSTRACT

Supplier selection is an important decision in the supply chain because suppliers play an important role in company performance. Product quality and productivity is highly dependent on the materials or services provided. Effective supplier selection can increase profitability and customer satisfaction in four ways, namely: competitive prices, delivery, product quality, and product variants

The purpose of this study is to determine the priority criteria in the process of selecting the best supplier in Indogrosir Semarang and determine the supplier that has the best performance in providing egg supply according to analysis and calculations using the AHP fuzzy method.

Based on the results of this study, it shows that the criteria obtained from the results of the respondents' assessment are price, quality, delivery, service, flexibility. In determining the criteria for determining the selling price of eggs, a pairwise comparison was carried out between criteria and alternatives using the Fuzzy AHP method to produce weights that form the rating hierarchy. The evaluation hierarchy for determining the selling price of eggs consists of 5 criteria and 3 alternatives. The alternative that has the highest priority is Goshen, the middle priority is Tugu, and the lowest criterion is Century.

Keywords: *Supplier. Egg Supply. Fuzzy AHP, Defuzzifikasi*