

## **APLIKASI ANALYTIC HIERARCHY PROCESS DALAM MENETUKAN LOKASI STRATEGIS PRIORITAS PEMBUKAAN CABANG ARUMANIS CAKE`S PURWOKERTO**

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### **ABSTRAK**

Dalam pemilihan lokasi strategis dapat diukur dengan berbagai parameter. Dari beberapa parameter di antaranya adalah harga sewa, luas parkir, jumlah traffic, kemudahan akses, serta pesaing usaha. demi mendapatkan lokasi strategis yang sesuai dengan harapan maka diperlukan pengambilan keputusan yang tepat. Penelitian ini dibuat untuk membantu dalam mengambil keputusan, dimana kriteria beserta alternatif akan dilakukan perbandingan. Dari proses perbandingan yang dilakukan sehingga diperoleh output intensitas relatif kepentingan. Sistem pendukung keputusan ini dirancang dengan metode Analytic Hierarchy Process (AHP) agar mampu mengambil keputusan dimana dapat melakukan perubahan nilai kriteria dan alternatif beserta penambahan kriteria dan alternatif sehingga dapat membantu dalam mengambil keputusan yang sesuai dengan harapan

Kata Kunci : Sistem pendukung Keputusan, Analitik Hirarki Proses, PHP, MySQL

**ANALYTICAL HIERARCHY PROCESS APPLICATION TO DETERMINE  
THE PRIORITY STRATEGIC LOCATIONS IN OPENING A BRANCH  
STORE OF ARUMANIS CAKE'S PURWOKERTO**

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**ABSTRACT**

In the selection of strategic locations can be measured by various parameters. Of some of the parameters of which are rental rates, parking area, the amount of traffic, ease of access, as well as competitors. to have a strategic location in line with expectations it would require making the right decision. This study was designed to assist in decision-making, where the criteria along with alternative would do a comparison. From the comparison process is performed in order to obtain the relative intensity output of interest. This decision support system designed by the Analytic Hierarchy Process (AHP) to be able to take decisions which can change the value of the criteria and alternatives along with the addition of criteria and alternatives that can help in making decisions in line with expectations

Keyword : Decision Support Systems, Analytical Hierarchy Process, PHP, MySQL