Applying the Analytical Hierarchy Process to Determine Upstream Competitiveness for Wedding-Planning Industry

What is the Most Strategic Criteria in Ranking Catering Vendors?

Cut Irna Setiawati
School of Communication and Business
Telkom University
Jl. Telekomunikasi Terusan Buah Batu, Bandung, Indonesia
setiawaticutirna@gmail.com

Yuhana Astuti
School of Economic and Business
Telkom University
Jl. Telekomunikasi Terusan Buah Batu, Bandung, Indonesia
yuhana.astuti@gmail.com

Grisna Anggadwita
School of Economic and Business
Telkom University
Jl. Telekomunikasi Terusan Buah Batu, Bandung, Indonesia
grisnamailbox@yahoo.co.id

Bayu Rachmadi
School of Communication and Business
Telkom University
Jl. Telekomunikasi Terusan Buah Batu, Bandung, Indonesia
bayurachmadi@gmail.com

Abstract
Wedding-planning business is one of the fastest growing and most lucrative packages of the creative economics currently in Indonesia, in the form of both traditional and modern celebration service offerings. Keizen as one of wedding planner located in Bandung realized the potential and created enterprise to facilitate customer in preparing their wedding since 2008. The critical spot in this business is catering because it can expand the budget then cause the intolerance dissatisfaction of customer if cannot handled well. Unfortunately, some wedding planners did not rank and consider the catering supplier/vendors based on reasonable criteria. Solving for the most salient determinants in selecting and seeing out the success of catering vendor is an important research topic. This research attempted to determine what strategic criteria of Keizen planners in selecting catering vendor in creating upstream competitiveness. In proposing the strategic criteria, this research used the Analytical Hierarchy Process (AHP) approach which is known as the decision-making method based on parities comparisons between criteria, to construct an evaluation steps with criteria and associated calculated weights of catering vendors for wedding planners. The findings indicate that AHP approach is useful tool to help support a decision in catering selection. This research is expected the basis for future research to confirm the
criteria by doing empirical study directly to catering vendors owned by Keizen, so that planner could rank the vendors based these criteria.

**Keywords.** Analytical Hierarchy Process; criteria; catering vendors; wedding planner

**Biography**

**Cut Irna Setiawati** graduated from Telkom University for both Bachelor in Business Administration (2008) and Master in Management (2014) completed with Cum Laude achieving. She is right now lecturing in Business Administration and focusing on Operation Management and Supply Chain Management. She is the author of Potensi Pengabdian Masyarakat Pantai Selatan Jawa Barat (2015) and some anthologies. She was the top five Finalists in the 4th PPM Regional Business Case Competition in designing a strategy for Cipaganti Holding Company. Besides Supply Chain Management and Operation Management, she is also interested in Creative Economics topics and considers it as the intangible value for Indonesia economy further. She is the facilitator of English Service Program (ESP) in RRI West Java and candidate of Lemhannas RI Fellowship Program 2015.

**Yuhana Astuti** was born in Balikpapan City on 29 September 1977. Her educational backgrounds are Bachelor of Applied Mathematics (2001) and Bachelor of Economic Development Study (2002), graduated from University of Padjadjaran, Bandung, Indonesia. She hold two Master's degrees for two field of studies, i.e. Faculty of Food and Life Science, Niigata University, Japan (2009) and Industrial Management, Bandung Institute of Technology, Indonesia (2003). Since 2010, she worked as a lecturer at the University of Telkom.

**Grisna Anggadwita** obtained her Bachelor degree in the Department of Electrical and Communications from Telkom Institute of Technology Bandung, Indonesia. She continued her graduate studies in Management Science at the School of Business and Management, Bandung Institute of Technology, Indonesia. She received her scholarship from Tanoto Foundation when she continued her study. She became a Research Assistant in Interest Group of Entrepreneurial and Technology Management at the School of Business and Management, ITB. Currently, she joined as a Lecturer at the Faculty of Economic and Business, Telkom University, Indonesia. Her research interests are: technology management, women entrepreneurship, business incubator, and innovation management.