

Decision-Making for University Selection Using the Analytical Hierarchy Process (AHP) Method: A Case Study at SMA Negeri 2 Balige

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Abstract

Background - The selection of a university is a crucial issue for students who are planning to continue their education to the next level. This issue arises due to the numerous criteria desired by students.

Purpose - The purpose of this study is to identify the criteria and sub-criteria that influence students in choosing a university. The research was conducted at SMA Negeri 2 Balige, the second-best high school in Toba Regency in 2022.

methodology - The study provides a decision-making solution using Microsoft Excel to address the existing problems. The method employed in this study is the Analytical Hierarchy Process (AHP).

Findings - The top priority criteria in university selection are: quality (0.225), internal/self-factor (0.210), and facilities (0.180). Meanwhile, the highest-weighted sub-criteria are: scholarships (0.637), job prospects (0.600), and parental recommendations (0.581).

Originality - Output in this research include Template Microsoft Excel to help student make decision

Keywords: Analytical Hierarchy Process (AHP), Criteria, Multiple Criteria Decision Making (MCDM), University Selection, Sub-Criteria
