

<b>Thesis Title</b>	A Study on Resiliency of Coffee Roaster Business in Northern Thailand Region
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## **ABSTRACT**

This study aims to identify and prioritize the factors that influence the resilience of coffee roasters in northern Thailand. Coffee is a primary agricultural product in Thailand, and the northern region is a crucial producer of Arabica coffee beans. Coffee roasters play an essential role in the coffee value chain, but their businesses are vulnerable to various risks. Coffee roasting businesses in northern Thailand face an increasingly complex and uncertain environment. This thesis examines the factors that influence the resilience of coffee roasters in the north of Thailand. The research uses a fuzzy analytical hierarchy process (fuzzy AHP) to identify and prioritize these factors. Fuzzy AHP is a multi-criteria decision-making tool that can prioritize factors in complex situations. It will analyze data from interviews with coffee roasters and industry experts. From the result of Fuzzy AHP The Fuzzy AHP analysis of coffee roasteries identified Turbulence (0.305) as the most significant. Deliberate threat (0.040) was ranked lowest in vulnerability factors. In terms of response capacity, flexible sourcing (0.233) emerged as the top priority and Anticipation (0.070) was the least prioritized respond capacity factor. The findings will be used to develop recommendations for improving the resilience of coffee roasters in northern Thailand.

**Keywords:** Coffee Roasting, Supply Chain Resilience, Fuzzy AHP, Northern Thailand