

Thesis Title	Supplier Selection Criteria for Hotpot Restaurants: A Case Study in Chiang Rai, Thailand
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ABSTRACT

The study conducted an in-depth investigation of supplier selection criteria for hotpot restaurants in Chiang Rai, Thailand, focusing on improving supplier management practices. Using a quantitative approach, surveys were administered to restaurant managers and owners to gather data.

The Analytic Hierarchy Process (AHP) was utilized to systematically prioritize the criteria, ensuring an accurate and comprehensive analysis. Maintaining high standards in food safety, quality, and reliability is crucial for hotpot restaurants, as these factors are vital for ensuring customer satisfaction and operational efficiency. The results of the study indicated that food safety, quality, and reliability were the most significant criteria in supplier selection. These factors outweighed cost and delivery performance, highlighting the importance of prioritizing food quality and safety over economic factors. The AHP analysis further revealed that food safety held the highest priority, with a weight of 0.3720, followed by quality (0.2340) and reliability (0.1560).

By adopting these prioritized criteria, hotpot restaurant owners can make more informed decisions in their supplier management strategies. By focusing on food safety, quality, and reliability, restaurants can improve customer satisfaction, operational resilience, and ultimately, increase revenue.

The study provides actionable insights that can help hotpot restaurants achieve better income through optimized supplier selection processes. This research emphasizes the importance of a robust supplier management system, which is essential for the long-term success and sustainability of hotpot restaurants in Chiang Rai, Thailand.

Keywords: AHP, Supplier Selection, Selection Criteria

