

ABSTRACT

DECISION SUPPORT SYSTEM IN THE PROCESS OF IDENTIFYING FACTORS AFFECTING PHARMACEUTICAL STOCK VALUES USING THE ANALYTICAL HIERARCHY PROCESS METHOD

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This study aims to conduct a stock ranking analysis on the pharmaceutical subsector listed on the Indonesia Stock Exchange (IDX) using the Analytical Hierarchy Process (AHP) method. The pharmaceutical subsector is considered to play a strategic role in the national economy, and investing in pharmaceutical company stocks has become an attractive option for market participants. Given the dynamics of the pharmaceutical industry, including product innovation, government regulations, market competition, and global impacts such as the COVID-19 pandemic, stock ranking analysis becomes crucial in helping stakeholders make informed investment decisions. The AHP method is used to rank stocks based on complex and interrelated factors. This research is expected to contribute to a deeper understanding of the factors influencing stocks in the pharmaceutical subsector and provide practical guidance for investors.

Keywords: *Stock Price Ranking, Pharmaceutical Sub-sector, Indonesia Stock Exchange (IDX), Analytical Hierarchy Process (AHP).*

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