Application of the TOPSIS Method in Barista Performance Evaluation System at Cafés

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ABSTRACT

The growth of the café industry in Bengkalis Island has contributed positively to the local economy. However, increasing competition necessitates data-driven and structured decision-making. This study aims to explore and apply the TOPSIS (Technique for Order of Preference by Similarity to Ideal Solution) method in evaluating barista performance in cafés. The research was conducted at Floor Café, with valid data collected through interviews and direct observations. The study compares manual assessments with the TOPSIS method. Findings indicate that TOPSIS is more effective in performance evaluation as it integrates data normalization, ensuring that each criterion is on the same scale. This results in a more objective and consistent assessment compared to manual methods. The implementation of the TOPSIS method can enhance efficiency and accuracy in barista performance evaluation, ultimately improving service quality and the café's competitiveness.

Keywords: TOPSIS, Performance Assessment, Barista, Decision Making, Cafe Industry.