

ABSTRACT

The Application of Linear Programming with The Simplex Method to Maximize Profit at Shofa Hijab Tasikmalaya

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The purpose of this research was to determine the combination of products that provide maximum profit at Shofa Hijab Tasikmalaya. The research method used is descriptive analysis method. The analytical tool used is linear programming with the simplex method using the POM-QM for Windows application. Based on research results, it is known that linear programming with the simplex method provides the optimum number of product combinations and maximum profit. From the calculation results it is concluded that the linear programming with the simplex method there is a increase in profit compared to the previous profit at Shofa Hijab Tasikmalaya.

Keywords: maximum profit, linear programming, simplex method.