



ABSTRACT

Design of Performance Review of PT. Mitrasahayu Karyanugraha Using Balanced Scorecard Approach

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The purpose of this study were to study strategy depend on internal and external factors PT. Mitrasahayu Karyanugraha, to analyze strategic objective and key performance indicator factors at PT. Mitrasahayu Karyanugraha in performance evaluation using Balanced Scorecard, to analyze target and strategic initiative PT. Mitrasahayu Karyanugraha in performance evaluation using Balanced Scorecard, and to arrange PT. Mitrasahayu Karyanugraha strategy map by identifying strategic objectives in Balanced Scorecard perspectives.

The study used descriptive method by using case study approached. The data was obtained, including primary and secondary data. Primary data were obtained by focused group discussion (FGD) and directive interview by using questioner. Secondary data were obtained by literature study and documents of PT. Mitrasahayu Karyanugraha. Qualitative analyses conducted to explain vision, mission, and strategic goals into the Balanced Scorecard perspectives. PT. Mitrasahayu Karyanugraha has to decide a strategy by paying attention on external and internal analyses. Quantitative analyses was done in KPI and Balanced Scorecard perspectives weighted with paired comparison method, and causal-effect based on Analytic Network Process (ANP) using Super Decision 1.6.0 software.

The results of application Super Decision 1.6.0 indicates that related of model of strategy map in Balanced Scorecard at PT. Mitrasahayu Karyanugraha is feedback network with phenomenon of inner and outer dependence. The perspectives on Balanced Scorecard are identically with cluster on ANP, while strategic objectives are identically with element (node). Result of weighted supermatrix with ANP method shows the existence of culmination weighted on financial perspective from strategy map at PT. Mitrasahayu Karyanugraha and strategic objectives relationship.

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