SUMMARY

YUNI ASTUTI TRI TARTIANI. Design of Performance Measurement at PT Sayuran Siap Saji supervised by UJANG SUMARWAN and SAHARA.

It is very important to enhance and improve a company’s performance in order to maintain the company’s existence in the midst of business competitions that only get tougher. Designing a measurement system of performance that is comprehensive is the base of the planning of company’s strategy to make improvements. A measurement that is based on only the financial statements is no longer adequate in the current business environment that has got more complex. Companies can use various approaches in measuring their performance, one of the performance measurements that is comprehensive and provides a perception that is more balanced than the other methods is Balanced Scorecard. In BSC, every perspectives, strategic objectives and KPIs needs to be weighted in order to determine their contribution on the whole company’s performance. One of the methods that can be used is Advanced Hierarchy Process (AHP). PT Sayuran Siap Saji is a developing company that supplies vegetables. Designing a comprehensive performance measurement using BSC approach can help PT Sayuran Siap Saji achieve its goals as well as improve its performance.

The goal of this research is to design a performance measurement using BSC approach for PT Sayuran Siap Saji by, firstly, analyzing the strategic objectives and KPIs, determining the targets and strategic initiatives, determining strategic objectives priorities in four BSC perspectives as well as creating a strategy map based on the strategic objectives on every BSC perspective.

The research was done using descriptive technique in the form of case study. The interviewees determination technique was done using the purposive sampling method which is the management party of PT Sayuran Siap Saji. The data collection technique in this research was done using the in-depth interview technique, structured interview using questionnaire, and literature review.

Based on the results of the designing of the Balance Scorecard of PT Sayuran Siap Saji, There are 19 strategic objectives that are arranged based on the BSC concept of PT Sayuran Siap Saji with 46 KPIs. The determination of targets and strategic initiatives was done based on in-depth discussions with the management party and several indicators are included in the Work Plan and Budget of PT Sayuran Siap Saji. The determination of the prioritized strategic objectives was done using AHP method whose processing was done using software expert choice 2000. The results of this research show that the customer perspective is on the highest priority, followed by the finance perspective, growth and learning perspective and the last one is the internal business process perspective. The strategy map of PT Sayuran Siap Saji shows linkages among the strategic objectives of each perspective. All the perspective strategic measures are strongly related to the performance from the finance perspective.