

SUMMARY

NOVA OKTAVIA. Analysis Of Improvement Operational Performance Container Terminal: Study Case At PT Jakarta International Container Terminal. Guided by MARIMIN dan YANDRA ARKEMAN.

Port is one of the most important infrastructures especially for an archipelagic country like Indonesia that needs to be improved in order to become a supporter of national development and domestic trade and international trade. Tanjung Priok Port is the largest and busiest port in Indonesia. One of the container terminals that operate in Tanjung Priok is PT Jakarta International Container Terminal (JICT). JICT Harbor's container throughput was 2.295 million TEUS in 2011, but decrease to 2.424 million TEUS in 2013. Due to competitive environment JICT needs to evaluate and measure operational performance of container loading and unloading with Balanced scorecard approach.

The purpose of this research is (1) to identify the internal and external factors that influence the decrease of PT JICT *throughput*. (2) to analyze the vision and mission of JICT, Key Performance Indicator (KPI), and operational performance measurement by using Balanced Scorecard (BSC). (3) to determine priorities of strategy alternatives to improve operational performance by using Analytic Network Process (ANP) metode.

Processing techniques and data analysis used in this research is quantitative descriptive analysis. Analytical tools used are IFE IFE and Balanced Scorecard with quantitative methods of AHP using Expert Choice software version 2.0 and ANP using super decision software. Based on the results of evaluation of internal factors that become the main strength of PT JICT was PT JICT has more complete equipment and facilities than other container loading and unloading company in Tanjung Priok with score 0.52, while external factors of JICT's main opportunity that was MEA increased economic growth with a score of 0.52 and the main threat that must be faced by JICT is the government policy on port tariffs with a score of 0.416. The balanced scorecard design result formulated 16 strategi objectives from four BSC perspectives and 16 KPIs for performance measurement at PT JICT. From expert opinion using AHP, customer perspective has the highest score that affect operational performance of container loading and unloading at JICT and KPI customer satisfaction index is the main benchmark in measuring operational performance with highest score. The results of expert opinion with ANP, the alternatif strategy that becomes the main priority to improve operational performance of container loading and unloading at JICT was routine scheduled of maintenance and make investment cooperation of facilities and operational tools of container loading and unloading.

Keywords: Analytical Hierarchy Process (AHP), Analytical Network Process (ANP), Balanced scorecard (BSC), Operation of loading unloading container.