

ABSTRAK

Persaingan industri bisnis telekomunikasi semakin ketat seiring dengan perkembangan dunia *Information Communication Technology* (ICT). Teknologi *triple-play* (Voice, Video, data) menuntut operator untuk memberikan layanan terbaiknya. Disisi perusahaan, operator harus mengeluarkan biaya yang besar untuk biaya operasional OPEX, sehingga *managed service* merupakan solusi bagi operator seluler. *Managed service provider* (MSP) PT.X melihat hal ini sebagai peluang bisnis yang baik sehingga diperlukan pengukuran kinerja perusahaan dengan tujuan untuk meningkatkan daya saing perusahaan. Pengukuran dilakukan melalui metode *balanced scorecard* dengan perspektif proses bisnis internal serta pembelajaran dan pengetahuan karyawan, sedangkan pengujian hipotesis dalam penelitian ini menggunakan teknik analisa data *Structural Equation Model* (SEM) dengan alat bantu perhitungan AMOS 22. Hasil pengolahan data pada model diperoleh nilai chi-square 979,53, probabilitas sebesar 0,000, GFI sebesar 0,725, AGFI sebesar 0,685, CMIN/DF sebesar 1,880, CFI sebesar 0,876, PNFI sebesar 0,715, TLI sebesar 0,866 dan RMSEA 0,077. Hasil pengujian menunjukkan H1, H2, H3, H4, H5, H6 memiliki CR > 2,45 dan semua probabilitas dibawah 0,05. Hasil penelitian menyimpulkan bahwa bisnis proses internal serta pertumbuhan dan pembelajaran yang baik berpengaruh positif signifikan terhadap kinerja, meningkatkan nilai tambah bagi pelanggan dan financial perusahaan

Kata Kunci : managed service provider, *balance scorecard*, SEM, kinerja

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ABSTRACT

Telecommunications business industry competition becomes more intense as the development of Information Communication Technology (ICT). Technology triple -play (Voice, Video, Data) requires the operator to provide the best service. Operators have to incur huge costs for operating expenses OPEX, so it is a managed services solution for mobile operators. Managed service provider (MSP) PT.X see this as a good business opportunity so that the necessary performance measurement company with the aim to enhance the competitiveness of enterprises. Measurements were made through a balanced scorecard method with internal business process perspective and learning and knowledge of employees, while testing this hypothesis using data analysis techniques Structural Equation Model (SEM) with AMOS 22. calculation tool results obtained by processing the data in the model chi-square nilah 979.53, the probability of 0.000, GFI was 0.725, AGFI of 0.685, CMIN / DF of 1.880, CFI of 0.876, 0.715 for PNFI, TLI and RMSEA was 0.866 0.077. The test results showed the H1, H2, H3, H4, H5, H6 has a CR> 2.45 and all probability below 0.05. The study concluded that the internal business processes and learning and growth are both significant positive effect on performance, increase the added value for customers and financial companies

Keyword: managed service provider, balance scorecard, SEM, Performance

