

ABSTRAK

Penelitian ini membahas tentang pengukuran kinerja pada suatu perusahaan jasa parkir, PT Centrepark Citra Corpora. Sistem pengukuran kinerja telah banyak berkembang dari tahun ke tahun, tetapi masih banyak perusahaan yang masih mengandalkan sistem pengukuran konvensional seperti PT Centrepark Citra Corpora. Pengukuran kinerja ini dilakukan untuk meninjau kinerja perusahaan dari empat perspektif metode Balanced Scorecard. Pengukuran dilakukan dengan menerjemahkan visi-misi perusahaan, menentukan sasaran strategis kedalam strategy map dengan menggunakan metode SWOT untuk menganalisa kondisi internal-eksternal perusahaan, dan menentukan tabel Key Performance indicators (KPI) menggunakan metode analytical hierarchy processes (AHP). Hasil penelitian menunjukkan bahwa terjadi penurunan kinerja perusahaan dari tahun 2016 ke tahun 2017, dengan kriteria yang perlu diperbaiki adalah Rasio Pelanggan Baru (bobot KPI 19.88%), %Kenaikan/Penurunan Revenue (bobot KPI 15.75%), Net Margin Ratio (bobot KPI 15.75%), Rasio Pembelian Ulang (bobot KPI 10.57%), Time Visit Rasio (bobot KPI 6.25%), Kursus Pelatihan Peningkatan Sumber Daya Manusia (bobot KPI 4.18) serta % Penanganan Customer Claim (bobot KPI 3.98).

Kata kunci : Kinerja, Balanced Scorecard, SWOT, Analytical Hierarchy Process (AHP), Key Performance Indicators (KPI).

ABSTRACT

This study discusses the performance measurement at a service company of parking, PT Centrepark Citra Corpora Performance measurement system has grown from year to year, but there are many companies that still rely on conventional measurement systems such as PT Centrepark Citra Corpora This performance measurement is conducted to review company performance from four perspectives of Balanced Scorecard method. The measurement is done by translating the company's vision and mission, determining the strategic objectives into the strategy map by using SWOT method to analyze the company's internal-external condition, and determining the Key Performance indicators (KPI) table using Analytical Hierarchy Processes (AHP) method. The results showed that there was a decrease of company performance from 2016 to 2017, with criteria that need to be improved is New Customer Ratio (KPI value 19.88%), % Increase / Decrease Revenue (KPI value 15.75%), Net Margin Ratio (KPI value 15.75 %), Ratio of Repurchase (KPI value 10.57%), Time Visit Ratio (KPI value 6.25%), Training Course on Human Resource Improvement (KPI value 4.18%) and % Customer Claim Handling (KPI value 3.98%).

Keywords : Performance, Balanced Scorecard, SWOT, Analytical Hierarchy Process (AHP), Key Performance Indicators (KPI).