ABSTRACT

There is no doubt that communication and getting information is primally needed by people in this century. PT Telkom is the only company which serve communication using fixed phone technology in Indonesia. But very soon PT Telkom must face a competition with other communication's operator because of the globalization in trade and market, so improvement in productivity and production system is hardly required. Efficiency as the productivity indexes must be measured objectively, so it can give a positive input for developing the company and also can be accepted by all dept related.

The purpose of this paper is to make an efficiency's measurement model to state the productivity index of each service unit (UP). The second is to planning the productivity improvement and knowing the rank of each service unit.

This problem solving using the Data Envelopment Analysis approach. DEA is a linear programming based system to measure the relative performance of each organization with multi input and output, this may cause the comparation among those organizations seems very complex. With this Productivity Measurement which is done objectively, it's may give an instrument for PT Telkom to increase their performance and fulfil the objective of the company and also give a satisfaction for the management and all the operator of the service unit.

From DEA, we will find out the technical efficiency of each service unit so we can state the unit which is not efficient. From the slack variables we can make the productivity improvement target, and the best direction of that improvement can be reflected from the peer group. We also can get a benefit from DEA – AHP integration model to rank all of the unit objectively.

Keyword : Productivity, Efficiency, Data Envelopment Analysis, Peer Group, Analytical Hierarchy Process