Abstract

Performance measurement is used as a basis for planning an organization in achieving its objectives - the goal set in the future and as a tool to assess the success of a company or organization.

In this research, performance measurement using the Balanced Scorecard. The Balanced Scorecard is a set of complementary measures to the size of future performance booster. The objectives and measures were translated from the vision and strategy company that viewed from four perspectives: financial, customer, internal business processes, and learning and growth. Thus indirectly in application, this system can be used as a means of determining a strategy for the company's desired goals. In this study, also supported by several methods such as weighted with Hierachy Analytical Process (AHP) to assess the scale of priority value of each KPI, Scoring System and the Traffic Light System.

The result of design that has been done, we got 14 KPI's 3 KPI's with details of the financial perspective is the ratio of earnings growth rates, nett margin, efficiency ratio, two from the perspective of customer KPI is the ratio of the number of subscribers who do not complain, the ratio of the income growth rate, 5 KPI's internal perspective of business processes, namely
the percentage of products that are not defective, the appropriate percentage of product orders, the percentage of products that do not return, percentage of maintenance of machinery, the utilization rate of workers and 4 KPI’s of learning and growth perspective is the level of employee compliance with regulations, the number of training programs, the average average days of training, the intensity of coordination meetings held. Of the 14 existing KPI, 12 KPI’s are green in the same category while the two KPI’s are in the yellow category. In this study, it also provided recommendations for improvements in the company in an effort to improve the KPI. KPI is still in the yellow category. Total yield of performance measurement in this study amounted to 101% who fall into categories of green, so it can otherwise have met and even exceeded the expected performance.

**Keywords:** Balanced Scorecard, Key Performance Indicators, Analytical Hierarchy Process, Performance measurement.