ABSTRACT

PT. Kereta Api Indonesia (KAI) (Persero) is a ground transportation service company which is very large in Indonesia, is classified as a company engaged in public sector, providing services to the passengers to move from one location to the other location. Companies engaged in the public sector have significantly different characteristics which are multi-dimensional attribute of the objective measures. Companies engaged in the public sector not only has economic attributes, but also non-economic obligations of the environmental benefits and social benefits also need to set its performance targets to balance various objectives and interests. So it can not be denied that responsibility of PT. KAI (Persero) in social aspects should receive special attention. In this research will be designing a performance measurement system that takes into account the balance of the social and business aspects of company to potentially measuring the achievement of corporate performance. This study was conducted in three phases, the first phase, the design of a new corporate strategic objectives by doing identification of stakeholders and the main strategy of company followed by mapping strategic objectives using the framework of the Balanced scorecard (BSC). Then proceed with the process of designing Key Performance Indicator (KPI) that led to the social and business aspects which are used to measure the achievement of the strategic objectives of the company and the KPI Map. The last stage is to designing a performance measurement system Dashboard with the help of Microsoft Excel Software that will help companies in the process of calculating the total achievement of the performance with input options include achievement, targets, and also report of the company performance with other information.

Keyword: Balanced scorecard, Key Performance Indicator, Performance Measurement, Public Sector Companies