

ABSTRACT

Perum Bulog Divre Jabar is a company who responsible in food availability for the region of West Java. As the change in legal status from LPND to Perum, companies must generate their own financial wealth, so that Perum Bulog Divre Jabar must improve its performance not only on customer service but also financial performance. In order to improve that performance, the company needs a useful performance measurement system as an evaluation strategy has been applied.

Over the past Perum Bulog Divre Jabar has been measured their performance based on profit and supplies. This measurement was not completely assess the existing aspects of the company so that this kind of measurement results in lack of intregation measurement. Therefore, this study will measure the firm performance using the Balanced Scorecard method that can integrate all aspects related to the company. This method measures the performance of companies based on four perspectives: financial, customer, internal business processes and learning and growth.

Performance measurement of Perum Bulog Divre Jabar is began by breaking down vision, mission and strategy into the company's strategic objectives, critical success factors and indicators of success. The next pocess is weight accounting by using Analytical Hierarchy Process (AHP), then do the measurement of company performance. This performance measurement results in 23 indicators of success that influence the success of the company's performance. How far each indicator of success can give its affect to company's performance is depend on its weight in AHP calculation. The whole performance measurement is done by counting the score of each perspective. The final result of Perum Bulog Divre Jabar overall performance is 4.35842 with a good rating category.

Keywords : Performance Measurement System, Balanced Scorecard, Analytical Hierarchy Process (AHP)