

ABSTRACT

Marketing unit is a unit that is still rarely encountered to measure their success on its performance, due to the measurement tool for marketing performance is limited and understanding of marketing performance evaluation is always only associated with the number of 'sales' both in volume and revenue. Similarly, what happens in the BGES unit at Telkom Sulselbar area which only uses the indicators of revenue achievement as a benchmark of marketing performance. Thus, it cannot be known how well the implementation of marketing strategy that has been planned to be implemented. Therefore, in this study marketing performance will be measured financially and non financially by using balanced scorecard for marketing methods.

That is an integrated method matches the need for a marketing performance assessment consisting of four perspectives. The four perspectives are marketing capabilities and resources, marketing orientation, customer value, and financial performance. BGES unit shows 78% on their marketing performance, with the main priority of work is the customer value that reaches a score of 3.59, then financial performance which has a value of ROMI (return on marketing investment) as much as 139%. On marketing capabilities and resources score is 3.66, and for marketing orientation achieved a score of 3.64 from the total scale of 5. Therefore, the performance of the BGES unit categorized as good but still needs to develop strategies to several sub-criteria from those perspectives.

Keywords: Marketing Performance Measurement, Balanced Scorecard for Marketing, Marketing Capabilities and Resources, Marketing Orientation, Customer Perspective, ROMI