

DAFTAR ISI

| | |
|---|------------|
| LEMBAR PENGESAHAN | i |
| LEMBAR PERNYATAAN ORISINALITAS | ii |
| ABSTRAK | iii |
| <i>ABSTRACT</i> | iv |
| KATA PENGANTAR..... | v |
| DAFTAR ISI | vii |
| DAFTAR GAMBAR..... | ix |
| DAFTAR TABEL | x |
| DAFTAR RUMUS..... | xi |
| BAB I PENDAHULUAN..... | 1 |
| 1.1 Latar Belakang Masalah..... | 1 |
| 1.2 Rumusan Masalah | 4 |
| 1.3 Tujuan Penelitian..... | 4 |
| 1.4 Batasan Masalah..... | 5 |
| 1.5 Manfaat Penelitian..... | 5 |
| BAB II KAJIAN PUSTAKA | 6 |
| 2.1 Kajian Penelitian Terkait | 6 |
| 2.2 Profil ITTS <i>Coffee</i> | 10 |
| 2.3 Usaha Mikro Kecil Menengah (UMKM)..... | 11 |
| 2.4 Pengukuran Kinerja..... | 11 |
| 2.5 Penilaian Kinerja | 12 |
| 2.6 <i>Key Performance Indicators</i> | 13 |

| | | |
|--|------------------------------------|-----------|
| 2.7 | <i>Balanced Scorecard</i> | 13 |
| 2.8 | <i>Stragety Map</i> | 15 |
| 2.9 | <i>Cut Off Point</i> | 16 |
| BAB III METODOLOGI PENELITIAN | | 18 |
| 3.1 | Studi Literatur..... | 19 |
| 3.2 | Studi Lapangan..... | 19 |
| 3.3 | Perumusan Masalah..... | 19 |
| 3.4 | Tujuan Penelitian..... | 19 |
| 3.5 | Batasan Masalah..... | 19 |
| 3.6 | Pengumpulan Data | 20 |
| 3.7 | Pengolahan dan Analisis Data | 20 |
| 3.8 | Kesimpulan & Saran | 22 |
| 3.9 | Waktu Pelaksanaan Penelitian | 22 |
| BAB IV HASIL DAN PEMBAHASAN..... | | 24 |
| 4.1 | Pengumpulan Data | 24 |
| 4.2 | Pengolahan Data..... | 26 |
| 4.3 | Rekomendasi Manajemen | 42 |
| BAB V KESIMPULAN DAN SARAN | | 44 |
| 5.1 | Kesimpulan..... | 44 |
| 5.2 | Saran..... | 44 |
| DAFTAR PUSTAKA..... | | 45 |
| LAMPIRAN..... | | 47 |
| BIODATA PENULIS..... | | 52 |

DAFTAR GAMBAR

| | |
|---|----|
| Gambar 2. 1 ITTS Coffee..... | 10 |
| Gambar 2. 2 Contoh Strategy Map | 15 |
| Gambar 3. 1 Flowchart Penelitian..... | 18 |
| Gambar 3. 2 Contoh Kerangka Kerja Balanced Scorecard..... | 21 |
| Gambar 3. 3 Contoh Strategy Map | 22 |
| Gambar 4. 1 Kerangka Kerja Balanced Scorecard..... | 29 |
| Gambar 4. 2 <i>Strategy Map</i> ITTS <i>Coffee</i> | 32 |

DAFTAR TABEL

| | |
|--|----|
| Tabel 2. 1 Kajian Penelitian Terkait | 6 |
| Tabel 2. 2 Kriteria UMKM..... | 11 |
| Tabel 3. 1 Pelaksanaan Penelitian | 23 |
| Tabel 4. 1 Rancangan Kuesioner Key Performance Indicator | 25 |
| Tabel 4. 2 Hasil Kuesioner | 26 |
| Tabel 4. 3 Hasil Perhitungan Cut-Off Point | 27 |
| Tabel 4. 4 Daftar KPI Terpilih..... | 27 |
| Tabel 4. 5 Hasil Perancangan KPI..... | 36 |
| Tabel 4. 6 Definisi Setiap KPI..... | 37 |

DAFTAR RUMUS

| | |
|---|----|
| (2. 1) Rumus <i>Cut Off Point</i> | 16 |
| (3. 1) Rumus <i>Cut-Off Point</i> | 20 |
| (4. 1) Rumus Perhitungan <i>Cut Off Point</i> | 26 |
| (4. 2) Perhitungan <i>Cut Off Point</i> | 26 |