

ABSTRACT

Motorcycle showrooms are a business that has great opportunities in Indonesia, as the third country with the largest number of motorbikes, this business will have great opportunities. Artomoro Motor is a motorbike showroom located in Bandung district, however Artomoro Motor is experiencing the problem of declining sales, one of the causes of this decline is a decline in the performance of human resources. Human resource management in a company is very important, the author suggests a solution to improve human resources and operations by using The Balanced Scorecard, by implementing KPIs and calculating weights using the AHP method. This research was conducted to provide an overview of whether The Balanced Scorecard and KPI are applied to Artomoro Motor as well as to find out the latest targets or newest strategies that can be implemented at Artomoro Motor. This research can also show performance and provide incentives to employees. This research shows that there are several targets applied to KPI revenue, net profit margin, opex costs, ROA, number of visits and purchases, customer satisfaction level, controlling, unit sales level, administrative process SLA, mechanical SLA, timeliness of financial reporting, satisfaction level employees, employee turnover, coaching, and absenteeism.

Keywords : KPI, AHP, The Balanced Scorecard