

ABSTRACT

Effective performance measurement is essential to ensure that company activities and each department are aligned with the company's vision and strategic objectives. Up n Wear is a multi-brand fashion store located at Jl. Braga No. 43, Bandung. Currently, the company has not implemented a structured and strategic performance measurement system. The performance measurements in use are still traditional and tend to focus solely on financial aspects, without considering other important factors that contribute to a comprehensive evaluation of the company's performance. The design of the performance measurement system in this study utilizes the Balanced Scorecard (BSC) and Key Performance Indicators (KPI) methods. The Balanced Scorecard design process begins with the development of a strategy map that illustrates the cause-and-effect relationships between strategic objectives, which are then translated into KPIs based on the four BSC perspectives. Weighting is conducted using the Analytical Hierarchy Process (AHP) method to determine strategic priorities. The weighting results indicate that the internal business process perspective holds the highest weight at 35.60%, highlighting it as the company's main priority. The strategy "Improving the effectiveness of physical and online store management," the strategic objective "Enhancing customer satisfaction," and the KPI "Store operational efficiency rate" each received the highest individual weight of 32.04%. All weighting results were deemed consistent, with Consistency Ratio (CR) ≤ 0.1 , indicating that the designed performance measurement system can serve as a solid foundation for the company's strategic decision-making process.

Keywords: *Corporate Performance Measurement, Balanced Scorecard, Key Performance Indicator (KPI), Strategy Map, Analytical Hierarchy Process.*