

ABSTRACT

The performance management system is a systemic approach to improve performance through a process of long-term and sustainable. Performance measurement itself is used by the company to evaluate the project and conditions of use of financial and non-financial measurements that compare the performance of companies with other companies. An organization needs to be monitored and assessed to measure the performance of companies with performance indicators. With the performance indicators, the company can evaluate, control and measure the degree of success in achieving corporate goals.

Department of Marketing PT XYZ (Persero) is one of the departments into one measure the performance of companies that are trying to rise from the decline of future financial performance. This requires designing a comprehensive performance management system. The performance management system that has yet to show a balance between financial output and the needs of stakeholders. The absence of performance measurement tool that measures the department made a performance management system that has been designed by the board of directors are less relevant to the functions of the department's performance, causing an imbalance in terms of operational performance indicators at departmental level.

The main objectives of this study are as follows: i) propose measures designed performance of the Department of Marketing PT XYZ (Persero) with a framework approach Performance Management System Integrated, ii) designing a strategy map to map the performance of the Department of Marketing PT XYZ (Persero), iii) determine Keys performance indicators that affect the successful performance of the marketing department XYZ (Persero), iv) determine the relationship between performance indicators for the Department of marketing PT XYZ (Persero), v) determine Keys performance indicators at cascading levels of division through the marketing Department. The methodology used for this study was based on a review of literature on performance management systems, performance indicators, strategic

plans, the Annual Report PT XYZ (Persero), the functions of each division in the Department of Marketing, and interviews with Head of Accounts Division as a field practitioner.

Design is based on a framework of performance management systems integrated Performance Management System with three perspectives, namely Exodus Organization, Internal Process and Resource Capabilities. Output organizational aspects related to financial and non-financial. At the Internal Process perspective, set of performance variables that are associated with increased operational productivity of departments, such as product innovation, process innovation, the success of the project, the accuracy of market forecasting, market development efficiency, and so forth. While in the perspective of Resources Capabilities set of performance variables relating to employee productivity, employee competence index, employee satisfaction, and the level of use of the software. In addition, by using a weighting process indicators Hierarchy Analytical Process (AHP) and the subsequent cascading to the division in the Department of Marketing.

Keywords: performance management system, IPMS, KPI, cascading, AHP