

ABSTRACT

PT. Putri Daya Usahatama is one of part from INDOFOOD GROUP, established in October 20th 1978 by Mr. Pasaribu with address at Jalan Terusan Pasir Koja No. 142 Bandung. This company specialist in product distribution especially product from INDOFOOD company.

Improving and repairing the company quality, PT. Putri Daya Usahatama made a measurement to the company performance. Recently, PT. Putri Daya Usahatama has measured it by looking Net sales value for one year dan amount of bad stock value for one year. Using this method could not measure whole the aspects of the company, so the results are not integrated to the aspect that can improve the company performance.

So that, this research makes a performance measurement to PT. Putri Daya Usahatama by using a method that can integrate whole the aspects which related to the company, that is Balanced Scorecard Method. This method measure the company performance based on four perspectives, those are financial, customer, internal business process, and also growth and learning, so the result will be more effective and integrated.

PT. Putri Daya Usahatama performance measurement process is started by the explanation of the mission, vision, and strategy of the company into the strategic objective, critical success factor, also the company success point. The next process is weight accounting of each perspective using analytical hierarchy process method (AHP), the final process is PT. Putri Daya Usahatama performance measurement.

The results of the PT. Putri Daya Usahatama performance evaluation are 28 success points which affect the weight accounting of the perspectives.

Whole performance measurement is done by counting the performance score of each perspective. The whole performance score of PT. Putri Daya Usahatama for 2008 is **3.80918** with assessment category **Adequate**.

Keywords : Balanced Scorecard, Analytical Hierarchy Process (AHP)