

ABSTRACT

Knowledge became one of the most valuable asset to the company and have important contribute in the tight competition so companies must consider the existing knowledge on the internal and external environment to be able to control market share and to maintain it. One of the companies that has been implementing knowledge management system as one of the aspect of its managerial practice is PT. Telkom. Implementation of the application of knowledge management system, it is certainly for PT. Telkom to evaluate knowledge management alongside to know the value and benefits generated.

The evaluation process that has been done by PT. Telkom is the survey of the knowledge management implementation without measuring conformance to the vision and mission of knowledge management. Thus, in this research, the performance of the knowledge management system is measured using the method of knowledge management balanced scorecard focusing on the perspective of customer capital. The measurement process of knowledge management system performance on the customer capital perspective for PT. Telkom is began by breaking down the vision, mission, and strategy of the knowledge management of the company into the objective strategy, critical success factor, and also company's key performance for each customer capital dimension. The next process is weight accounting by Analytical Hierarchy Process (AHP). The last process is measuring knowledge management system performance focusing on the customer capital perspective.

The evaluation of the knowledge management system performance, focusing on the customer capital perspective in PT. Telkom results in 46 key performance indicators that affecting the performance of the company's knowledge management system. Then, from AHP weighting method, the result shows that enhanced product or service quality dimension is the dimension that has the highest weight (27,91%), the second is creation of more value to customers dimension (26,86%), the third is customer retention dimension (25,14%), and the last is better customer handling dimension (20,11%). The whole measurement of knowledge management performance focusing on customer capital perspective is done by counting the score of each dimension. The whole performance score of PT. Telkom for the year 2010 is 3,529 with assessment category Good.

This research is expected to improve the knowledge management system performance of PT. Telkom focusing from the perspective of customer capital. For further study, research must be done by combining the results from various perspectives in knowledge management balanced scorecard.

Keywords: Knowledge Management, Customer Capital, Knowledge Management Balanced Scorecard