# *ABSTRACT*

PT. XYZ is a textile company which produces lurik blankets, lurik, and raw fabrics. At the present time, the performance appraisal at PT. XYZ is accomplished on financial and production aspect. For the financial aspect, performance is assessed from the earned revenue compared to predefined targets. And for the production aspect, performance measurement is based on the achieved production volume. Performance measurement through financial and production aspects are considered not enough to know the overall achievement of PT. XYZ in realizing its vision and mission. Therefore, in this research, Balanced Scorecard is used to measure the overall performance of the company to facilitate top management in making decisions to achieve the goals of the company. Performance measurement design at PT. XYZ in this research begins with the SWOT analysis, followed by the determination of Critical Success Factors and Key Performance Indicators which will be weighted by using Analytical Hierarchy Process (AHP). These performance measurements results in 16 Key Performance Indicators in the four perspectives of Balanced Scorecards which affects the company performance. Based on AHP weighting, the highest weights is in the financial perspective that is 37%, customer perspective 34%, learn and growth perspective 18%, and internal business process 11%. Based on measurement simulation, there are three factors which need improvement in PT. XYZ. Those are operational cost, employee turnover, and employee productivity.

Keyword: Performance Measurement, *Balanced Scorecard*, *Key Performance Indicator, Analytical Hierarchy Process* (AHP)