

ABSTRACT

Marketing performance measurement is something that is very important to unite the performance of a marketing unit. In its application, there are still many marketing units that only use financial indicators as a benchmark for marketing success without being concerned with the financial factors that influence it. This can result in unmonitored non-financial indicators needed to improve marketing performance, and may even lead to non-achievement of corrected marketing targets. The Central Government Service (CGS) segment of PT. Telkom Indonesia. Tbk is a marketing unit that uses financial indicators, namely sales volume and income, as a benchmark for measuring marketing performance. This causes the CGS Segment to be unable to unify an effective marketing strategy that is implemented based on non-financial indicators. Therefore, to measure marketing performance that can be used financially and non-financially, the author of a marketing measuring tool, namely the balanced scorecard method for marketing. Balanced scorecard for marketing is an integrated marketing performance measurement tool that consists of 4 perspectives, namely marketing capabilities and resources, marketing orientation, customer value, and financial performance. Based on the measurement of the marketing performance of the CGS Segment as a whole, a score of 87,3% was obtained. The Customer value perspective is the first priority getting a score of 4,136, then the Financial performance perspective is the second priority with a ROMI (Return on Marketing Investment) value of 369%, then the Marketing orientation perspective is the third priority getting a score of 4,227, and the last perspective is Marketing Capabilities and Resources are priorities. Therefore, the current marketing performance of the CGS Segment can be categorized as 'very good', so the current condition needs to be maintained for all four, and it is necessary to maximize several sub-criteria that still get a 'good' score in order to be 'very good'.

Keywords: *Marketing Performance Measurement, Balanced scorecard for marketing, marketing capabilities and resources, marketing orientation, customer value and financial performance.*