

ABSTRACT

GoSMSGateway is one of the companies in the field of online SMS delivery service system. Competition in the same business world makes GoSMSGateway have to compete to maintain the company's sustainability. The current problem with GoSMSGateway is that performance measurement only focuses on financial strategy so that it is not enough to maintain the company's sustainability. Companies must pay attention to non-financial success indicators such as stakeholder's requirements which can cause the company's performance to decline, so it is necessary to update performance measurement tools that focus more on the requirements of each stakeholder. The design is carried out using the Integrated Performance Measurement System (IPMS) approach which is very relevant to use because it pays attention to every stakeholder's requirements and identifies problems at every level of a company's business that is still developing. The result of the research is the Key Performance Indicator (KPI) which functions to control the company's performance. The data taken from the distribution of questionnaires to each stakeholder of the GoSMSGateway was then processed using the IPMS framework. It has been identified that there are 4 stakeholders and obtained 6 customer's requirements, 6 employee's requirements, 5 owner's requirements, and 3 supplier's requirements. From these requirements, a total of 8 objectives were generated from all stakeholders. From the objectives obtained, 15 KPIs were found that were appropriate and have been verified by the company, There are 3 KPIs for customer, 5 KPIs for employee, 4 KPIs for owner, and 3 KPIs for supplier.

Keywords: Stakeholder, Intergrated Performance Measurement System (IPMS), KPI