

ABSTRACT

In the current era, along with the development of the globalization era, free market competition and the development of information technology are increasingly sophisticated, based on existing companies competing each other in terms of providing services in the form of goods and services according to market demand. PT XYZ was founded in 2010, PT XYZ is a manufacturing company that provides maintenance and repair rotating services, both on a small and large scale. PT XYZ only measurements are made on the target per year and there is also no follow-up to evaluate the results. Therefore, this performance measurement is not effective and efficient and therefore does not meet the company's needs in achieving its vision and mission. Therefore, a company's performance measurement system is needed to support performance management using the QPPM. The concept of performance measurement in the Quantum Performance Measurement Model (QPMM) The concept of performance measurement in QPMM has the goal of increasing company capabilities, especially in terms of quality, time, and cost. PT XYZ does not yet have an organizational strategy therefore the design of an organizational strategy uses a SWOT strategy. In the data collection process using ranking weight assessments obtained from internal and external factors using the Borda method. From the results of the study, strategies were obtained (1) Utilizing machine facilities that are always routinely maintained to open market opportunities that attract more consumers, (2) Maintaining the quality of maintenance produced by PT XYZ, (3) Utilizing the expertise of direct labor in completing top urgent work, (4) Utilizing direct labor expertise in meeting market demand. It can be known that the strategy that suits the company's conditions is the SO (Strength-Opportunity) strategy, with this PT XYZ has the strength to take advantage of existing opportunities. To fulfill this strategy, an approach is carried out using QPMM to determine the indicators used, based on validation there are 19 KPIs that are the target of the company's performance indicators that refer to the strategy.

Keywords: Quantum Performance Measurement Model, SWOT