

ABSTRACT

As a distribution company operating in a competitive industry, PT Panahmas Ekatama Distrindo has implemented a distribution information system. PT Panahmas Ekatama Distrindo has problems related to the transition from manual to automated systems in the distribution information system. The problems are related to the complexity of system integration that can lead to data errors, decreased operational efficiency, and operational disruptions. Inadequate employee training, which can reduce productivity and customer service quality. In addition, the company is adapting to new policies regarding the management, security, and privacy of customer data, which may pose legal risks and compliance issues. Therefore, this study aims to analyze the performance of the distribution information system using the IT Balanced Scorecard (IT BSC) approach to understand and optimize the critical factors that affect the efficiency and effectiveness of the system. Through qualitative research methods that include interviews, and document analysis as well as the application of the four main perspectives of the IT BSC (Customer Orientation, Company Contribution, Operational Excellence, Future Orientation), the results of measuring the performance of distribution information systems that have been carried out at PT Panahmas Ekatama Distrindo, the Company Contribution Perspective achieved a score of 93.51%. The User Orientation Perspective reached a score of 87.13%. The Internal Improvement Perspective reached a score of 89.22%. The Future Orientation Perspective achieved a score of 92.00%. Overall, it shows a good performance achievement related to the implementation of the distribution information system as measured in the four perspectives of the IT Balanced Scorecard. The average score achieved in all perspectives is around 91%. The recommendations for the main challenges faced in the implementation of the distribution system include adaptation to new system automation, employee training to get the best competencies, and effective budget management for company development, especially in terms of technological innovation.

Keywords: *IT Balanced Scorecard, Performance, Optimization, Recommendation, Distribution Information System*