

ABSTRACT

CV. NOWYA TRANS INDONESIA faces several challenges, such as dependency on external partners, limited technology use, and excessive workload on a single position. Additionally, revenue has not been maximized, frequent delays occur in travel service operations, and there is a lack of human resource development programs that hinders employee and company growth. This study aims to evaluate and improve the performance of CV. NOWYA TRANS INDONESIA, and to design a performance measurement system using the Balanced Scorecard method. The data processing involves SWOT formulation and TOWS strategies based on the four Balanced Scorecard perspectives: financial, customer, internal business process, and learning and growth. The study includes the development of strategic objectives, a strategy map, and the determination of Key Performance Indicators (KPIs). The results of the study produced 9 strategies, 12 strategic objectives, and 13 KPIs categorized within the four Balanced Scorecard perspectives. The analysis includes weighting normalization, recapitulation, and simulation of the proposed performance measurement. The weighting shows consistency with a consistency ratio below 10% for all levels of importance. Weighting using the Analytical Hierarchy Process (AHP) indicates that the customer perspective holds the highest weight at 49.40%. The strategy of maintaining reputation and focusing on service quality received the highest percentage of 29.34%. The strategic objective of improving customer satisfaction and the KPI of Customer Satisfaction Score carry a weight of 29.34%. This study concludes that the designed performance measurement system is expected to help the company achieve its vision and mission, with recommendations for further implementation and development.

Keywords: CV. NOWYA TRANS INDONESIA, Performance Measurement, SWOT Analysis, Balanced Scorecard, Analytical Hierarchy Process (AHP)