

EVALUASI KINERJA USAHA PANGKALAN GAS DEASY YULIARTI DENGAN METODE *BALANCED SCORECARD* DAN *BUSINESS MODEL CANVAS*

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ABSTRAK

Pangkalan gas LPG sebagai bagian dari UKM sektor energi berperan penting dalam menjaga ketersediaan energi rumah tangga. Penelitian ini bertujuan untuk mengukur kinerja Pangkalan Gas Deasy Yuliarti menggunakan pendekatan *Balanced Scorecard* (BSC), yang meliputi pemetaan strategi melalui *Strategy Map*, penentuan prioritas menggunakan *Analytic Hierarchy Process* (AHP), dan pembobotan kinerja menggunakan *Key Performance Indicator* (KPI). Hasil menunjukkan bahwa perspektif finansial memiliki bobot prioritas tertinggi (0.3345), diikuti pelanggan (0.2441), pembelajaran & pertumbuhan (0.2205), dan proses bisnis internal (0.2009). Skor KPI pada masing-masing perspektif adalah finansial sebesar (0.2550), pelanggan (0.1661), proses bisnis internal (0.1457), dan pembelajaran & pertumbuhan (0.2194), dengan total skor keseluruhan sebesar (0.7862) yang termasuk dalam kategori “cukup”. Beberapa indikator seperti ROI, penurunan biaya, dan kepuasan pelanggan masih memerlukan perhatian. Rekomendasi perbaikan disusun melalui pendekatan *Business Model Canvas* (BMC) yang mencakup strategi peningkatan layanan, efisiensi operasional, penguatan hubungan pelanggan, serta pengembangan SDM dan kemitraan. Penelitian ini diharapkan dapat menjadi dasar dalam meningkatkan kinerja dan keberlanjutan usaha pangkalan gas LPG di tengah tantangan pasar.

Kata Kunci: Pangkalan Gas LPG, *Balanced Scorecard*, KPI, AHP, *Strategy Map*, *Business Model Canvas*.

***PERFORMANCE EVALUATION OF PANGKALAN GAS DEASY YULIARTI
USING THE BALANCED SCORECARD AND BUSINESS MODEL CANVAS
APPROACH***

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ABSTRACT

LPG distribution outlets, as part of the energy-sector MSMEs, play a vital role in ensuring household energy availability. This study aims to evaluate the performance of Pangkalan Gas Deasy Yuliarti using the Balanced Scorecard (BSC) approach, which involves strategy mapping through a Strategy Map, priority setting via the Analytic Hierarchy Process (AHP), and performance weighting using Key Performance Indicators (KPI). The results indicate that the financial perspective holds the highest priority weight (0.3345), followed by customer (0.2441), learning and growth (0.2205), and internal business processes (0.2009). The KPI scores for each perspective were: financial (0.2550), customer (0.1661), internal business processes (0.1457), and learning and growth (0.2194), resulting in a total weighted performance score of (0.7862), which falls into the “sufficient” category. Several indicators, such as ROI, cost reduction, and customer satisfaction, require further attention. Improvement recommendations were formulated using the Business Model Canvas (BMC) approach, encompassing strategies for service enhancement, operational efficiency, customer relationship strengthening, and human resource and partnership development. This study is expected to serve as a foundation for improving performance and ensuring the sustainability of LPG distribution outlets amid increasing market challenges.

Keywords: *LPG Distribution, Balanced Scorecard, KPI, AHP, Strategy Map, Business Model Canvas.*