

# **EVALUASI KINERJA PT MUKRINDO BERKAH ADITAMA DENGAN METODE *BALANCED SCORECARD* DAN *OMAX-TLS***

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## **ABSTRAK**

PT Mukrindo Berkah Aditama merupakan perusahaan perdagangan penyedia bahan baku industri berbasis *Business-to-Business*. Evaluasi kinerja perusahaan selama ini masih berfokus pada aspek keuangan sehingga belum mampu menggambarkan kinerja organisasi secara menyeluruh. Penelitian ini bertujuan merancang dan mengevaluasi sistem pengukuran kinerja menggunakan integrasi *Balanced Scorecard (BSC)*, *Strategy Map*, *Analytical Hierarchy Process (AHP)*, dan *Objective Matrix–Traffic Light System (OMAX-TLS)*. Penelitian menghasilkan 13 sasaran strategis dan 13 *Key Performance Indicator (KPI)* yang disusun berdasarkan *BSC*. Hasil pembobotan *AHP* menunjukkan bahwa perspektif pelanggan memiliki bobot tertinggi sebesar 0,33, sedangkan *KPI* Tingkat Retensi Pelanggan menjadi indikator dengan bobot global tertinggi sebesar 0,19. Hasil pengukuran menggunakan *OMAX-TLS* menunjukkan nilai kinerja keseluruhan sebesar 4,64 yang berada pada kategori kuning. Perspektif keuangan memperoleh kategori hijau, sedangkan perspektif pelanggan, proses bisnis internal, serta pembelajaran dan pertumbuhan masih berada pada kategori merah. Hasil penelitian menunjukkan bahwa sistem yang dirancang mampu mengevaluasi kinerja secara komprehensif, menetapkan prioritas perbaikan, serta mendukung pengambilan keputusan yang lebih objektif dan berkelanjutan.

**Kata Kunci:** Evaluasi Kinerja, *Balanced Scorecard*, *Analytical Hierarchy Process*, *Objective Matrix–Traffic Light System*

# ***PERFORMANCE EVALUATION OF PT MUKRINDO BERKAH ADITAMA USING BALANCED SCORECARD AND OMAX-TLS***

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## ***ABSTRACT***

*PT Mukrindo Berkah Aditama is a trading company that supplies industrial raw materials based on a business-to-business model. The company's performance evaluation has so far been mainly focused on financial aspects, which has not fully reflected overall organizational performance. This study aims to design and evaluate a performance measurement system using an integrated approach of the Balanced Scorecard (BSC), Strategy Map, Analytical Hierarchy Process (AHP), and Objective Matrix–Traffic Light System (OMAX-TLS). The study produced 13 strategic objectives and 13 Key Performance Indicators (KPIs) developed based on the BSC framework. The AHP weighting results show that the customer perspective has the highest weight of 0,33, while the Customer Retention Rate KPI is the most important indicator with a global weight of 0,19. The OMAX-TLS measurement results indicate an overall performance score of 4,64, categorized as yellow. The financial perspective is categorized as green, while the customer perspective, internal business processes, and learning and growth perspectives are still in the red category. The results show that the developed system is able to provide a more comprehensive performance evaluation, establish priority areas for improvement, and support more objective and sustainable decision-making.*

**Keywords:** *Performance Evaluation, Balanced Scorecard, Analytical Hierarchy Process, Objective Matrix–Traffic Light System*