

Usulan Rancangan Indikator Pengukuran Kinerja Service Scorecard untuk Kualitas Jasa pada Diklat Pelayaran = The Suggestion of Indicator Service Performance Measurement Design of Service Scorecard For Service Quality To The Marine Training and Education

Nilia Mutia, author

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Abstrak

Lembaga Diklat Pelayaran saat ini tengah menghadapi tantangan untuk meningkatkan kualitas pelayanannya, seiring dengan akan diberlakukannya QSS (Quality Standar System) sebagai bagian dari persyaratan sebuah Lembaga Diklat untuk di approve oleh IMO(International Management System).Untuk itu perlu penataan sasaran strategis kedalam program ? program yang diwujudkan kedalam sebuah strategi yang dibutuhkan agar lembaga Diklat Pelayaran tersebut mampu meningkatkan performancenya sebagai lembaga diklat yang menghasilkan lulusan diklat yang berkompotence sesuai dengan syarat minimal yang diberlakukan menurut STCW 1978 amandemen 1995.

Dalam mencapai tujuan dan menjadikannya menuju visi menjadi lembaga diklat yang menghasilkan lulusan yang mampu bersaing dipasar global maka penerapan Service Scorecard, sebagai alat untuk menilai keberhasilan kminerja dapatlah digunakan. Karena pengukuran kinerja tradisional yang menilai kesuksesan untuk mengukur kinerja dari pesatnya pertumbuhan peserta dan revenue sudah tidak dapat dijadikan sebagai landasan keberhasilan. service scorecard adalah pengukuran kinerja khusus di bidang jasa yang pertama kali diperkenalkan oleh Praven Gupta (2008) dan memiliki elemen pengukuran kinerja yang dikenal dengan istilah GLACIER, (Growth, Leadership, Acceleration, Collaboration, Inovation, eksekution dan retention), sebuah lembaga / perusahaan akan dapat melihat kinerjanya secara komrprehensive dan integral, melalui rangkaian aliran proses.

Aplikasi pengukuran kinerja dilakukan dengan menterjemahkan visi, misi dan strategi melalui perencanaan sasaran, indicator, target serta inisatif strategis. Hasil pengukuran kinerja diperoleh nilai = 3,4 . Dari hasil pengukuran dengan menggunakan kriteria penilaian, skala yang ditetapkan serta bobot kepentingan diperoleh melalui metode pairwise comparison yang dirancang dapat diketahui apakah kategori masing ? masing elemen sangat baik, baik, cukup, kurang, atau sangat kurang.

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Today The Institution of the marine training and education is facing the challenge in order to increase its service quality, in following with in effected of QSS (Quality Standard System) as part of the requirement of in order to be approved by IMO (International Management System).Because of that it is important to arrange the strategy target in the program that be realized into a strategy that be needed so that such The Institution of the marine training and education have an ability in increasing its performance as The Institution of the marine training and education that produce the graduate of training and education who have the competence as suitable with the minimal qualification that be effected according to STCW 1978 amendment of 1995.

In reaching the purpose and make it a vision of the institution of training and education that produce the graduate who have the ability in competing in global market so that the application of Service Scorecard, as the tool for assessing the successful of performance can be used. Because the measurement of last performance that assess the successful for measure the performance and the high growth of participant and revenue have not been become as the parameter of the successful of service scorecard is the special performance measurement in service field first be introduced by Praven Gupta (2008) and have the performance measurement element that be called by GLACIER, (Growth, Leadership, Acceleration, Collaboration, Innovation, execution and retention), An institution / the company will can look its performance comprehensively and integrally, through the serial of process flow.

The application of performance measurement be done by translating the vision, mission and strategy through target planning, indicator, target and also strategic initiative. The result of performance measurement be gotten the grade = 3,4. From the result of measurement by using the assessment criteria, scale that be decided and the quality of importance be gotten through pair wise comparison method that be designed can be known about the category of each element is very good, good, enough, less or bad.