

# Kombinasi balanced scorecard dan data envelopment analysis dalam pengukuran kinerja dan efisiensi pada PT. Sucaco tbk = Combination of balanced scorecard and data envelopment analysis on efficiency and performance measurement at PT. Sucaco tbk

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## Abstrak

Seiring dengan semakin bertambahnya kompetitor, begitu juga demand kabel serta proyek listrik yang juga semakin meningkat di Indonesia, membuat perusahaan manufaktur kabel saling bersaing satu sama lain untuk mendapatkan keuntungan sebesar-besarnya dengan tujuan mempertahankan eksistensinya. Sebagai salah satu perusahaan kabel terbesar di Indonesia, PT. Supreme Cable Manufacturing Commerce Tbk PT. SUCACO Tbk harus mampu meningkatkan performa serta produktivitas kinerjanya. PT. SUCACO Tbk membutuhkan alat ukur kinerja yang komprehensif yang dapat mengetahui tingkat efektivitas dan juga efisiensi perusahaan. Dalam perancangan alat ukur kinerja tersebut, diketahui data variabel input dan output dari 4 perspektif metode Balanced Scorecard BSC. Kemudian metode Data Envelopment Analysis DEA digunakan untuk mengetahui tingkat efisiensi kinerja tiap Decision-Making Units DMU yang ada dengan menggunakan bantuan software Efficiency Measurement System EMS versi 1.3. Hasil penelitian ini merupakan rancangan alat ukur kinerja perusahaan guna meningkatkan kinerja perusahaan sehingga dapat bersaing dengan perusahaan manufaktur kabel lainnya yang ada di Indonesia.

*Along with the increasing number of competitors in the cable manufacturing industry, as well as demand for electricity and also number of electricity projects that Indonesia have been working on, cable manufacturing companies competing against each other to gain profit in order to keep their existence. As one of the largest cable company in Indonesia, PT. Supreme Cable Manufacturing Commerce Tbk, also well known as PT. SUCACO Tbk, should be able to improve their performance and productivity. PT. SUCACO Tbk requires a comprehensive performance measurement tool that could determine the level of effectiveness and efficiency of the company. In this research can be known input and output variables based on four perspectives of Balanced Scorecard BSC. Then the Data Envelopment Analysis DEA method is used to determine the performance efficiency level of each existing Decision Making Units DMU using Efficiency Measurement System EMS software version 1.3. The result of this research is to help the company designing a performance measurement tool that may help the company to determine their productivity level so they can compete with other competitors in the cable manufacturing industry in Indonesia.*