

ABSTRAK

Penelitian ini bertujuan untuk merancang sistem pengukuran kinerja logistik di PT. Adibrata Unggul Jaya dengan menggunakan metode *Balanced Scorecard* (BSC) yang dikombinasikan dengan *Key Performance Indicators* (KPI). Perusahaan ini bergerak di bidang jasa perbaikan dan perawatan turbin uap, khususnya untuk industri Pabrik Kelapa Sawit. Permasalahan utama yang dihadapi adalah belum adanya sistem evaluasi kinerja logistik yang terstruktur, sehingga menghambat efisiensi layanan dan pengambilan keputusan strategis. Penelitian dilaksanakan selama enam bulan, dari Januari hingga Juni 2024, dengan menggunakan metode pengumpulan data berupa wawancara, observasi langsung, kuesioner, dan studi dokumentasi. Evaluasi dilakukan terhadap empat perspektif BSC, yaitu keuangan, pelanggan, proses bisnis internal, serta pembelajaran dan pertumbuhan. Setiap perspektif dianalisis menggunakan indikator KPI yang relevan. Hasil penelitian menunjukkan bahwa kinerja perusahaan bersifat fluktuatif. Perspektif keuangan dan proses internal mencatat performa baik hanya pada bulan tertentu, sementara kepuasan pelanggan dan frekuensi pelatihan karyawan cenderung tidak konsisten. Temuan ini menegaskan adanya hubungan erat antar perspektif BSC, di mana penurunan di satu area dapat berdampak langsung pada area lainnya. Misalnya, rendahnya intensitas pelatihan berdampak pada meningkatnya kesalahan pengiriman dan menurunnya kepuasan pelanggan. Kesimpulan dari penelitian ini adalah bahwa pendekatan BSC-KPI mampu memberikan gambaran menyeluruh terhadap kinerja logistik perusahaan, dan dapat menjadi dasar untuk perbaikan berkelanjutan. Peneliti merekomendasikan integrasi strategi antar perspektif, penguatan pelatihan karyawan, serta peningkatan kualitas layanan dan efisiensi operasional.

Kata kunci: *Balanced Scorecard, KPI, kinerja logistik, evaluasi strategis, PT. Adibrata Unggul Jaya*

ABSTRACT

This study aims to design a logistics performance measurement system at PT. Adibrata Unggul Jaya using the Balanced Scorecard (BSC) method integrated with Key Performance Indicators (KPI). The company specializes in steam turbine repair and maintenance services, particularly for the palm oil mill industry. The primary issue addressed is the absence of a structured logistics performance evaluation system, which has hindered service efficiency and strategic decision-making. The research was conducted over six months, from January to June 2024, utilizing data collection methods including interviews, direct observations, questionnaires, and document reviews. The evaluation focused on four main BSC perspectives: financial, customer, internal business processes, and learning and growth. Each perspective was assessed using relevant KPI indicators. Findings reveal that the company's performance fluctuated across the observed period. The financial and internal process perspectives demonstrated good performance only during specific months, while customer satisfaction and employee training frequency were inconsistent. These results highlight the strong interdependence among BSC perspectives, where a decline in one area can significantly impact the others. For instance, limited training activities were linked to increased delivery errors and decreased customer satisfaction. The study concludes that the BSC-KPI approach provides a comprehensive overview of the company's logistics performance and serves as a solid foundation for continuous improvement. The researcher recommends integrating strategic efforts across all perspectives, enhancing employee training programs, and improving service quality and operational efficiency.

Keywords: *Balanced Scorecard, KPI, logistics performance, strategic evaluation, PT. Adibrata Unggul Jaya*