

ABSTRAK

Hasna Kurniatul Imroah. NIM 150221100049. Penerapan Model *Malcolm Baldrige* Untuk Mengukur Kinerja Perusahaan Jasa (Studi Kasus PT TASPEN (Persero) Kantor Cabang Madiun). Dibawah bimbingan Dr. Siti Musyarofah, S.E.,M.Si.,Ak.,CA.

Penelitian ini dilakukan untuk mengetahui bobot kriteria dan sub-kriteria *Malcolm Baldrige* pada PT TASPEN (Persero) Kantor Cabang Madiun dan juga untuk mengetahui level kinerja PT TASPEN (Persero) Kantor Cabang Madiun jika diukur dengan kriteria *Malcolm Baldrige*. Penelitian ini merupakan penelitian kualitatif, metode pengumpulan data yang digunakan dengan penyebaran kuesioner tertutup *Analytical Hierarchy Process*. Hasil penelitian menunjukkan bahwa nilai total untuk PT TASPEN (Persero) Kantor Cabang Madiun adalah sebesar 375.035, dimana apabila didasarkan pada skor total *baldrige assessment* PT TASPEN (Persero) Kantor Cabang Madiun mendapat predikat *poor* dan termasuk kategori *Early Result*. Berdasarkan predikat tersebut dapat disimpulkan bahwa kinerja perusahaan belum memuaskan, dimana belum dapat mencapai kinerja standar.

Kata Kunci : Pengukuran Kinerja, *Malcolm Baldrige*, *Analytical Hierarchy Process*

ABSTRACT

Hasna Kurniatul Imroah. NIM 150221100049. Application Of The Malcolm Baldrige Model to Measure Service Company Performance (Case Study of PT TASPEN (Persero) Madiun Branch Office). Under the guidance Of Dr. Siti Musyarofah, S.E.,M.Si.,Ak.,CA.

This study was conducted to determine the weighting of the criteria and sub-criteria of Malcolm Baldrige at PT TASPEN (Persero) Madiun Branch Office and also to determine the level of performance of PT TASPEN (Persero) Madiun Branch Office can assist with Malcolm Baldrige request. This study is a qualitative research, data collection method used by distributing closed questionnaires to the Analytic Hierarchy Process. The results showed the total value for PT TASPEN (Persero) Madiun Branch Office was 375.035, which is in accordance with the total score of PT TASPEN (Persero) Madiun Branch Office getting poor predicate and included in the Early Results category. Based on this predicate it can be concluded that the company's performance has not been satisfactory, which has not yet reached the standard performance.

Key words : Performance Measurement, Malcolm Baldrige, Analytical Hierarchy Process