

## **ABSTRACT**

*This study aims to measure company performance using the Balanced Scorecard tool assisted by the Analytical Hierarchy Process tool. The measurement results will be used as the basis for making strategy for the company. This type of research is descriptive and data collection is done by taking company data and distributing questionnaires to measure customer and employee satisfaction. Respondents for the customer satisfaction questionnaire were distributed to company consumers and a total sample of 120 were taken. While the respondents for the employee satisfaction questionnaire were distributed to employees who had worked for at least 1 year so that a total sample of 70 were collected. The application used for the weighting was Expert Choice 11 and the application which is used to process the questionnaire data is SPSS. The results of the weighting show that the most important perspective for the company is the customer and financial perspective where there are 4 most important sub-criteria, namely Customer Satisfaction, Sales (ROE), Customer Retention and Profitability (NPM). Based on performance measurement using a balanced scorecard, the customer perspective and growth and learning have good performance, while the financial perspective and internal business processes have moderate performance. Overall the average performance of the four perspectives performs well.*

**Keywords:** *Performance Measurement, Balanced Scorecard, Analytical Hierarchy Process*