ABSTRACT

HOTEL PERFORMANCE ANALYSIS USING PERFORMANCE PRISM METHOD
(Case Study: Classie Hotel Palembang)

The aim of this research is to describe the results of performance measurement at Classie Hotel Palembang with Performance Prism method. Performance measurement enables companies to evaluate in determining remedial measures to achieve mutually agreed objectives. Generally these activities are routinely performed by companies engaged in various fields on a regular basis, one of which includes Classie Hotel which is one of the companies in Palembang city engaged in the field of hospitality. Until now the performance measurement in the Classie Hotel is only limited to employee performance measurement, so the application of the Performance Prism method is needed to facilitate the assessment of hotel performance in a more complex scope, which includes all aspects (stakeholders) in the hotel. Performance measurement using Performance Prism method considering what the needs and desires of all stakeholders through the process of interviewing the hotel leader so that KPI (Key Performance Indicators) will be obtained. Then the KPI will be validated, made into a questionnaire and then weighted by AHP (Analitycal Hierarchy Process) method. Then KPI will be scored by Scoring System OMAX (Objectives Matrix) method to know the performance value of each KPI. Data analysis result got 65 KPI which consist of 17 KPI of Customers, 20 KPI of Employees, 6 KPI of Investors, 6 KPI of Suppliers, and 16 KPI of Government and Local Communities. Those KPI are divided into 3 categories namely KPI Strategy, KPI Process, and KPI Capability. From the measurement results show that the achievement of KPI Strategy has been optimal because the value of performance achieved in accordance with the weight. However, the achievement of KPI Process is still not optimal because the value of performance achieved is not suitable compared to its weight so it must be done for future improvement.

Keyword: *Performance Measurement, Performance Prism, KPI, AHP, OMAX*