

ABSTRACT

PT Arta Boga Shining a single distributor that distributes products from a number of manufacturers all over Indonesia. In the face of competition among businesses in a globalized world, a company must be supported by strategies and tactics in doing business. To determine the level of productivity PT Arta Boga Shining, whether an increase or decrease in productivity is a necessary. Measuring productivity using the method of the American Productivity Center (APC) model. APC model can also measure the profitability and price improvement index. The data required for the analysis of productivity is taken from the year 2008 as the base period until 2011. The results of analysis of productivity measurement that has been done shows that the productivity of PT Arta Boga Shining in 2011 increased by 3.010%, while the level of profitability for the year 2011 increased by 8.277%. The index of price improvement in 2011 also increased by 1.051%.

Keywords: Productivity, Profitability, Index Price Improvement, Productivity Measurement, APC