

ABSTRACT

In the era of globalization is the economic sector advances increased rapidly, growing industry in all sectors, both industrial goods and services, so competition among similar industries increasingly stringent and can not be avoided anymore. An attempt to grab market share is extensive, required an ability to be able to manage the company well. An effort should be made by the company is to carry out the measurement of productivity at the firm level.

Bimbel Morning is a company engaged in services that provide educational services. Bimbel only provide tutoring for children in kindergarten, elementary and junior high. For 2 (two) years standing Bimbel Morning has not made any measurements of productivity. This study aims to determine how much the level of productivity and measures undertaken to improve productivity. This productivity measurement using Objective Matrix. Productivity of the overall value for 23 months from July 2010 until May 2012 are as follows: 413.29: 278.85: 435.60: 262.26: 288.93: 437.83: 213.34: 367.81; 158, 89: 254.46: 95.55: 393.29: 266.66: 374.51: 422.24: 255.54: 457.73: 473.33: 331.12: 204.44: 228.92; 356.66; 363.30.

Ratio has the highest weight is the ratio of 1 (the sum of all students / working hours used) and 3 (sum of all students / workforce). While the lowest weight is the ratio of 5 (number of students who quit / total number of students) and 6 (the number of students who quit / total number of students who are tutoring). Ratios that are less productive need to be improved is the ratio of 1, 2, 5, 6, dan 7 because the actual values of this ratio dominant ranked poorly. Rather the ratio is the ratio of 3, 4, 8, dan 9 because the actual values of this ratio ranks are dominant. Steps to improve productivity to increase productivity in the planning of the future is to memprioritaskan to the ratio that has the worst value for the upgrade.

Keywords: Measurement, Productivity, Objective Matrix, ratio, weighted