

## **ABSTRAK**

*PT SUKP Palembang is the sole distributor Holcim cement in Palembang, which has been highly committed to improve the quality of Holcim cement supply in Palembang. In the face of competition among businesses di era globalization, a company should strive to capture a large market share, it needs the 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. To determine the level of productivity PT SUKP Palembang, whether an increase or decrease in productivity measurements should be conducted using the American Produktivity Center (APC model)*

*The data required for the analysis of productivity is labor factor input, input energy and input factors capital factors are taken from the year 2009 as the base period until 2011. The results of analysis of productivity measurement that has been done shows that the productivity of PT SUKP in 2011 decreased by -0.8%, while for the profitability levels also decreased in 2011 at -1.3%. The repair price index in period 3 IPH obtained amounted to 0.99 also showed a decrease in productivity and profitability of 0.8% and 1.3%. Productivity improvement measures for the next period is to consider all the factors that decreased in period 3.*

**Keywords:** *Productivity, Profitability, Improved Pricing, Productivity Measurement, APC*