

ABSTRACT

“PERFORMANCE MEASUREMENT SYSTEM SALESFORCE WITH FRAMEWORK COBIT 4.1 AT PT. BAHARI SANDI PRATAMA”

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Every company are required doing a control and evaluate about the implementation of an information system performance, in order to see what system that has been implemented is already effective and achieve the target. In accordance with the needs and goals, especially increasing competitiveness of companies. PT. Bahari Sandi Pratama is a company engaged in the field of services, especially services of container loading and unloading of goods. To simplify business activities and reporting activities on the field, PT. Bahari Sandi Pratama is using salesforce system with the purpose to collect data and generate information in the form of a report that is reliable and accurate. In evaluation phase towards to salesforce system performace, this research using COBIT Framework that are already developed before by IT Governance Institute (ITGI) which located on United Stated and it specially focus not only in Plan and Organize (PO) domain but also in Monitor and Evaluate (ME). To collect every related data, this research using questionare method, mature level and discrepancy analyze technic are use to analyze the data, and to support calculation this research use SPSS 16.00 software. and based on the result Average of maturity level between both of domain PO and ME in PT. Bahari Sandi Pratama are of maturity level 2 (Repeatbale but Intituitve).

**Keyword : Cobit 4.1, Performance Measurement System Salesforce,
Maturitylevel**