

## ABSTRACT

Performance measurement is essential for organizational success, particularly within the competitive pharmaceutical industry. This research utilized the EFQM 2020 model to evaluate the performance of PT. Swayasa Prakarsa, a pharmaceutical company located in Yogyakarta, aiming to identify areas for improvement and determine factors that support or barrier performance. This descriptive study employed purposive sampling with 16 respondents, including supervisors, managers, directors, and commissioners, who completed a self-assessment questionnaire based on the EFQM 2020 model using a Likert scale. These questionnaire results were then compared with standard EFQM scores, and follow-up interviews were conducted to gather further insights into supporting and barrier factors. Data analysis involved calculating the average score for each criterion by summing questionnaire responses, dividing by the number of respondents, normalizing against the maximum Likert scale value of 5, and then scaling to the criterion's maximum possible score. The study found that PT. Swayasa Prakarsa achieved a total EFQM score of 776.10 out of 1000, highlighting Strategic and Operational Performance and Creating Sustainable Value as key areas requiring improvement. Supportive factors for the company's performance included open communication and acceptance of employee suggestions, sufficient technology and utilities supporting production, and positive relationships with stakeholders. A key barrier factor identified was the company's policy regarding employee lateness.

**Keywords :**Organizational performance, Pharmaceutical Industry, EFQM (*European Fondation for Quality Management*).