

INTISARI

PT Mobile Coin Asia atau biasa disingkat mCoin adalah jasa pelayanan kirim uang menggunakan SMS melalui cabang dan unit layanan dengan infrastruktur terpadu yang memanfaatkan jaringan telekomunikasi menggunakan media Handphone. Melalui mCoin, pengiriman dan penerimaan uang tidak lagi memerlukan rekening bank. Target pasar mCoin adalah masyarakat di semua kalangan terutama kalangan menengah dan bawah yang ingin bertransaksi dalam pengiriman uang, tetapi tidak begitu memahami dunia perbankan. Awal pengembangan perusahaan mCoin membukan kantor cabang pertamanya di daerah Tegal. Seiring berjalannya pendirian cabang baru di daerah Tegal, transaksi pengiriman dan penerimaan uang kian bertambah. Karena transaksi tersebut dilakukan dua arah yaitu sang pengirim dan penerima, maka mCoin berencana untuk membuat kantor cabang baru yang dapat dijadikan pusat transaksi selain di daerah Tegal dan terletak di pulau Jawa.

Tujuan utama dari penelitian ini yaitu menentukan lokasi kantor jaringan baru pada PT Mobile Coin Asia agar memberikan hasil yang optimum bagi perusahaan dan konsumen dan membandingkannya dengan lokasi yang sudah ada yaitu kota Tegal melalui pendekatan AHP (*Analytical Hierarchy Process*). Metode pengambilan data dalam penelitian ini yaitu melakukan wawancara kepada Direktur utama mCoin dan Manager area kantor pusat Jakarta dan Manager area Tegal.

Atas analisa yang dilakukan diperoleh kesimpulan bahwa:

Berdasarkan perhitungan AHP tersebut diketahui beberapa kriteria yang menjadi tolak ukur dalam menentukan lokasi kantor cabang mCoin. Kriteria tersebut antara lain tingkat Signal dengan bobot sebesar 0,4 atau 40%, kepadatan penduduk dengan bobot sebesar 0,32 atau 32%, akses Transportasi dengan bobot sebesar 0,21 atau 21%, dan kriteria terakhir yaitu lingkungan Makro dengan bobot sebesar 0,07 atau 7%. Dari perhitungan bobot kriteria tersebut, Kota Bandung merupakan kota yang dijadikan lokasi alternatif untuk menentukan lokasi kantor cabang baru mCoin dengan bobot sebesar 0,39 atau 39%. Jika dibandingkan dengan kantor cabang mCoin sebelumnya yaitu kota Tegal maka perbandingan bobot untuk kedua daerah tersebut yaitu bobot kota Bandung lebih besar yaitu 56% jika dibandingkan dengan Kota Tegal yaitu 16%. Kota Bandung dapat dijadikan lokasi alternatif berikutnya untuk kantor cabang mCoin berdasarkan perhitungan AHP.

Kata kunci: penentuan lokasi, bobot kriteria, metode AHP (*Analytical Hierarchy Process*)

ABSTRACT

PT. X is a company engaged in the field of financing vehicles, heavy equipment, commercial vehicles, and property. Human resources are an important asset for the Company, so the employee's role in meeting corporate strategy can be demonstrated through performance. The problem that occurred in PT X was the difference of performance appraisal between the appraisals for Branch Office and Head Office. Assessment for branch offices based on real performance achievement, while for head office only based on competence.

The main purpose of this research is to analyze and evaluate performance appraisal conducted by PT X. Method of data retrieval in this research use interview technique to key employee of PT X concerning effectiveness of performance appraisal system and dissemination of questionnaire about satisfaction to performance appraisal system. The method of analysis in this study using thematic analysis techniques, and descriptive analysis.

Based on the analysis that has been done, it can be concluded that: The performance appraisal system implemented by PT X has not been effective overall. This is reviewed from the characteristics of the performance appraisal form, the effectiveness of the performance appraisal form, and the effectiveness of the performance appraisal system. Based on the characteristics of the performance appraisal form, it is found that PT X has not implemented performance appraisal based on the duties and responsibilities of each employee. In addition, PT X has not implemented a performance agreement or target between superiors and subordinates, which affects the performance appraisal at the end of the year. Based on the effectiveness of the performance appraisal form, the form used by PT X has not been effective. This is because there is no link between the vision and mission of the company with performance appraisal. In addition, the main indicators have not been adapted to the areas of each employee, so there is no difference in performance appraisal. Form differences are only based on level of position only. Based on the effectiveness of the performance appraisal system, PT X also shows that the performance appraisal system undertaken has not been effective. This is indicated by performance appraisal indicators not yet based on tasks and responsibilities, lack of commitment of superiors in conducting feedback sessions to subordinates, and the absence of control over employee performance so that the assessment becomes more subjective and tend to bias.

Keywords: financing, performance appraisal, performance appraisal system, performance appraisal form, effectiveness