

ANALISIS PENILAIAN KINERJA KARYAWAN MENGGUNAKAN *KEY PERFORMANCE INDICATOR* DENGAN METODE SMART PURE CLEAR PADA PT NASMOCO BAHANA MOTOR CABANG BANTUL

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Abstrak

Penelitian ini bertujuan untuk mengetahui penerapan penilaian kinerja menggunakan KPI (*Key Performance Indicator*) dengan pendekatan SMART PURE CLEAR pada PT Nasmoco Bahana Motor cabang Bantul. Penelitian ini menggunakan metode kuantitatif. Metode pengambilan sampel adalah *non-probability sampling* dengan Teknik *purposive sampling* yang berjumlah 87 responden. Pengumpulan data primer dilakukan dengan metode kuesioner yang telah diuji validitas dan reliabilitasnya. Hasil penelitian ini menunjukkan indikator *Specific, Measurable, Time Related, Understood, Relevant, Ethical, Challenging, Legal, Environmentally Sound, Recorded* memiliki nilai rata-rata hitung yang termasuk kategori sangat setuju. Indikator *Attainable* memiliki nilai rata-rata hitung 3,20% yang termasuk kategori setuju. Indikator *Realistic* memiliki nilai rata-rata hitung 3,10% yang termasuk kategori setuju. Indikator *Positively Stated* memiliki nilai rata-rata hitung 3,25% yang termasuk kategori setuju. Indikator *Agreed* memiliki nilai rata-rata hitung 3,10% yang termasuk kategori setuju.

Kata Kunci: KPI, SMART PURE CLEAR, Penilaian Kinerja



ANALYSIS OF EMPLOYEE PERFORMANCE ASSESSMENT USING KEY PERFORMANCE INDICATOR WITH SMART PURE CLEAR METHOD AT PT NASMOCO BAHANA MOTOR BRANCH BANTUL

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Abstract

This study aims to determine the implementation of performance assessment using KPI (Key Performance Indicator) with the SMART PURE CLEAR approach at PT Nasmoco Bahana Motor Bantul branch. This study uses a quantitative method. The sampling method is non-probability sampling with a purposive sampling technique totaling 87 respondents. Primary data collection is carried out using a questionnaire method that has been tested for validity and reliability. The results of this study show that the Specific, Measurable, Time Related, Understood, Relevant, Ethical, Challenging, Legal, Environmentally Sound, Recorded indicators have an average value that is included in the strongly agree category. The Attainable indicator has an average value of 3.20% which is included in the agree category. The Realistic indicator has an average value of 3.10% which is included in the agree category. The Positively Stated indicator has an average value of 3.25% which is included in the agree category. The Agreed indicator has an average value of 3.10% which is included in the agree category.

Keywords: KPI, SMART PURE CLEAR, Performance Assessment