

ABSTRACT

One of the challenges for the companies is to set the right strategic performance measurement system that meet the need of all business challenges but at the same time also meet the need of an efficient and effective strategic performance measurement system. While in today's business environment, sustainability has become more important to companies in order to achieve their competitive advantage. Therefore, integrating sustainability aspect into their strategy, identifying KPIs and priority setting are major challenges in designing a strategic performance measurement system based on a sustainable balanced scorecard model. This research is a case study of an education technology company in Indonesia. The aim of this research are to integrate sustainability perspective into the company's balanced scorecard and find the KPIs to be used in the company's performance measurement system and also to identify priority level of those KPIs. Six evaluation criteria were applied to identify KPIs. These criterias were weighted using Analytical Hierarchy Process (AHP) and all potential indicators were weighted trough Simple Multi-Attribute Rating Technique (SMART). From this research 8 strategic objectives and 25 KPIs from 60 potential KPIs were identified, and KPI priority were set to 25 selected KPI. This article reveals how sustainability perspective were integrated to the other 4 perspectives by adding the fifth perspective. This article also reveals a structure to guide decision makers through a systematic process in designing a Sustainable Balanced Scorecard and its KPIs identification and selection in order to help the company to achieve their competitive advantage.

Keywords – Sustainable Balanced Scorecard, Performance Management, Analytical Hierarchy Process, Simple Multi-Attribute Rating Technique