

Perancangan alat ukur kinerja perusahaan asuransi jiwa di Indonesia dan hubungan sebab akibat antar faktor pengukuran kinerja =
Comprehensive performance measurement and causal-effect relationship of performance measurement's factors for life insurance company in Indonesia / Clara Devinta

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Abstrak

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Semakin ketatnya persaingan di industri asuransi menyebabkan perusahaan asuransi dituntut untuk mengoptimalkan kinerjanya, termasuk industri asuransi jiwa di Indonesia. Penelitian ini dilakukan untuk merancang alat pengukuran kinerja dari berbagai perspektif selain dari perspektif keuangan. Metode Balanced ScoreCard (BSC) dan Performance Prism digunakan sebagai alat untuk mengukur kinerja perusahaan asuransi jiwa. Dalam penelitian ini, pengolahan jawaban 7 orang ahli dan 32 responden dari 17 perusahaan asuransi jiwa menghasilkan 41 faktor pengukuran kinerja untuk perusahaan asuransi jiwa di Indonesia. Melalui perhitungan DEMATEL, hubungan sebab akibat antar faktor dapat diketahui untuk meningkatkan kinerja perusahaan asuransi jiwa di Indonesia, dari segi strategi, kapabilitas, proses, perspektif keuangan, pelanggan/nasabah, proses bisnis internal, pembelajaran dan pertumbuhan, dan sosial.

ABSTRACT

The growing competition in the insurance industry causes insurance companies are required to optimize their performance, including life insurance industries in Indonesia. This research is conducted in order to design performance measurement tools from various perspectives other than the financial perspective. Balanced Scorecard and Performance Prism method used in measurement tools of life insurance companies. In this study, seven experts and 32 respondents of 17 life insurance companies are used to obtaining 41 performance measurement factors for life insurance company in Indonesia. Through DEMATEL calculation, cause and effect relationship between factors can be known to improve the performance of life insurance companies in Indonesia, in terms of strategy, capability, process, financial perspective, customer perspective, internal business process perspective, learning and growth perspective, and social perspective.