

ABSTRAK

KINERJA BUMD PT WAHANA RAHARJA DALAM PENGELOLAAN PERUSAHAAN DI BIDANG JASA DAN PERDAGANGAN (STUDI DI PROVINSI LAMPUNG)

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Pada tahun 2017 hingga 2022 PT Wahana Raharja mengalami kerugian di mana laba (rugi) bersih bersifat negatif karena pendapatan lebih rendah daripada beban yang harus ditanggung. Penelitian ini bertujuan untuk mengetahui kinerja BUMD PT Wahana Raharja dalam pengelolaan perusahaan di bidang jasa dan perdagangan.

Penelitian ini menggunakan metode deskriptif dengan pendekatan kualitatif. Teknik pengumpulan data yang digunakan dalam penelitian ini, yaitu wawancara, observasi, dan dokumentasi. Penelitian ini menggunakan teori indikator kinerja yang dikemukakan oleh Jahanshahi et al., (2012) di mana jenis pengukuran kinerja perusahaan yang umum digunakan dalam penelitian saat ini, yaitu kinerja keuangan, kinerja operasional, dan kinerja berbasis pasar.

Hasil penelitian yang ditemukan adalah kinerja keuangan PT Wahana Raharja hanya berhasil satu sub-indikator, yaitu leverage dan likuiditas, sementara 2 sub-indikator lain, yaitu profitabilitas dan pertumbuhan penjualan tidak berhasil. Kemudian, kinerja operasional hanya berhasil satu sub-indikator, yaitu kualitas produk, sementara 3 sub-indikator lain, yaitu pangsa pasar, peluncuran produk, dan efektivitas pemasaran tidak berhasil. Selanjutnya, kinerja berbasis pasar tidak berhasil pada dua sub-indikator, yaitu tingkat pengembalian pemegang saham dan pengembalian tahunan.

Kata Kunci : Kinerja, BUMD, Pengelolaan

ABSTRACT

PERFORMANCE OF BUMD PT WAHANA RAHARJA IN MANAGING COMPANIES IN THE FIELD OF SERVICES AND TRADE (STUDY IN LAMPUNG PROVINCE)

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From 2017 to 2022, PT Wahana Raharja experienced losses where net income (loss) was negative because income was lower than expenses. This study aims to determine the performance of BUMD PT Wahana Raharja in managing companies in the fields of services and trade. This research uses a descriptive method with a qualitative approach. The data collection techniques used in this study were interviews, observation, and documentation. This study uses the theory of performance indicators put forward by Jahanshahi et al. (2012), in which the types of company performance measurements commonly used in current research are financial performance, operational performance, and market-based performance. The research results found that PT Wahana Raharja's financial performance was only successful in one sub-indicator, namely leverage and liquidity, while the other two sub-indicators, namely profitability and sales growth, were unsuccessful. Then, operational performance was only successful in one sub-indicator, namely product quality, while three other sub-indicators, namely market share, product launch, and marketing effectiveness, were unsuccessful. Next, market-based performance was unsuccessful on two sub-indicators, namely shareholder return and annualized return.

Key Word : Performance, BUMD, and Management