ABSTRACT

Performance is a parameter used to measure the success of a company. Naturally every management wants to achieve maximum performance with a variety of strategies implemented. To describe about performance, the authors create a research on the performance achievement of PT PLN (Persero) Area Pengatur Distribusi Jateng dan DI Yogyakarta (PLN APD JTY). Based on the performance achievement of the PLN APD JTY, there is a gap phenomenon that causes performance achievement has not reach maximum value. From twenty performance parameters, there are three performance parameters that are observed and have a contribution that is still lacking in achieving the performance of PLN APD JTY.

From the data obtained, the three parameters are related to Keypoint performance which includes Efektifitas Keypoint, Integrasi Keypoint, and RC Keypoint. The technical factors data that influence Keypoint performance have been obtained, but it has not yet been concluded that the causes of failure to achieve Keypoint performance, because may be there are another factors that possible from non-technical factors, therefore comprehensive research needs to be done to find out non-technical factors which can cause the keypoint performance not to be reached

To find out the non-technical factors that influence Keypoint performance, this research using qualitative methods with a case study approach that does not rule out the possibility of technical factors will be found when data collection is carried out in the form of Focus Group Discussion (FGD) and depth interviews. Interviewees in this study were employees of PLN APD JTY and employees of third party company. Qualitative methods are used to find out more about the things that affect Keypoint performance.

The results of the research shows that the performance achievement of PT PLN APD JTY especially Keypoint performance is influenced by two factors, namely technical and non-technical factors. Technical factors related to internal equipment problems and the development of technological features of the equipment, while non-technical factors relate to workload, work motivation, and several other organizational behavior factors.

Keywords: case study, performance, PLN APD, keypoint, organizational behavior, technical and non-technical factors