

ABSTRACT

Analysis of organizational performance in Braling Gold seasoned flour MSME using the Malcolm Baldrige Criteria for Performance Excellence method. Braling Gold MSME experienced quite rapid growth. However, there are several internal problems that occur in Braling Gold MSME such as inefficient workers, irregular working hours and direct involvement of the owner in the production process. Thus, based on the problems that occur, a comprehensive evaluation of the effectiveness of organizational performance is needed.

This research was conducted because the effectiveness of organizational performance greatly influences the productivity and competitiveness of MSME. The evaluation conducted can help organizations to create the right development strategy. The Malcolm Baldrige Criteria for Performance Excellence method is a method that is able to assess organizational performance from seven aspects.

The data obtained were taken by conducting observations and interviews with workers and owners of UMKM Braling Gold. The data that has been collected is then analyzed based on the MBCfPE method. Evaluation is carried out by assessing each criterion and calculating the scores obtained.

The results of the research conducted show that Braling Gold MSME is categorized as an Emerging Industry Leader. The result criteria get the highest score among other criteria. While the lowest criteria are in the aspects of measurement, analysis and knowledge management. Although MSME shows quite good performance, there is still room for improvement to increase the excellence of MSME.

Keywords : MSME, Organizational Performance, Malcolm Baldrige Criteria for Performance Excellence