

PENGUKURAN KINERJA PERUSAHAAN PADA PT. YYY DENGAN MENGUNAKAN METODE BALANCED SCORECARD

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Performance measurement is one of the important things for every company that needs to be done. The results of performance measurement of a company can be used as an input or feedback for the company itself to make improvements and development. The emergence of the Balanced Scorecard help many companies in the world in measuring and evaluating the company performance that has been achieved in the past.

This research aims to find out the result of the performance measurement of company performance at PT. YYY by using Balanced Scorecard method. The research using the Balanced Scorecard method aims to evaluate four important perspectives at PT. YYY which includes financial perspective, internal business process perspective, customer perspective, and growth and learning perspective in the period of the year 2013 to 2017.

Keywords : Performance Measurement, Performance, Balanced Scorecard, Financial Perspective, Internal Business Process Perspective, Learning and Growth Perspective, Customer Perspective.