

**IMPLEMENTATION OF THE PERSPECTIVE AS BALANCED SCORECARD
PERFORMANCE MEASURING TOOL COMPANY
(CASE STUDY PT REKADAYA ELEKTRIKA)**

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ABSTRACT

This research on " Implementation of the Balanced Scorecard Perspective as Performance Measuring Tool Company (Case Study PT Rekadaya ElektriKa) . With the Balanced Scorecard as a measure of corporate performance PT Rekadaya ElektriKa , can help the company to achieve its goals effectively and efficiently . This is consistent with the purposes of the Balanced Scorecard is a benchmark for assessing the financial and non- financial performance through four perspectives: financial perspective , customer perspective, internal business processes, learning and growth perspective..

Data collected through qualitative and quantitative methods . Qualitative questionnaires with customers and employees . Quantitatively by using financial ratios from the perspective of the Balanced Scorecard .

The results of this study indicate that the performance of the financial perspective can not be perfectly well and because of the increased use of materials. Performance from the customer's perspective in general had been satisfied as expected , it can be seen from the increasing number of jobs each year . In internal business process perspective indicated that PT Rekadaya ElektriKa the operation process in a timely and cost too wasteful use. In the learning and growth perspective can be measured reasonably well with employee retention , employee productivity and employee satisfaction . Of the four perspectives can be assessed that the size of the PT Rekadaya ElektriKa performance is good enough .

Keywords : Measurement of performance using four perspectives of the Balanced Scorecard