

**ANALYSIS OF THE APPLICATION OF BALANCED
SCORECARD REJECTS MEASURE COMPANY PERFORMANCE
(CASES OF STUDY: PT. TERA DATA INDONUSA)**

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ABSTRAK

BSC has a privilege in terms of coverage measurement is quite comprehensive because while taking into consideration financial performance. BSC also consider the performance of non-financial performance, the customer, internal business process, and learning and growth. Referring to the problems faced by PT. Tera Data Indonusa this research examines: "Analysis of the Application of Balanced Scorecard Rejects Measure Company Performance (Case studies on PT. Tera Data Indonusa)".

PT. Tera Data Indonusa not use the balanced scorecard to measure performance. The population in this study were permanent employees of PT. Tera Data Indonusa 30 samples were taken as respondents. As for the customer respondents specified by 30 respondents. The data used in this study is primary data and secondary data.

Based on the results of research and analysis that has been done can be concluded following:

- *Performance of the financial perspective on PT. Tera Indonusa Data overall can be inferred or assessed well as general financial ratios increased in 2010.*
- *Performance of the customer's perspective on PT. Tera Data Indonusa concluded overall good, because good customer satisfaction the company's ability to provide services to its customers.*
- *Internal Business Perspective PT. Tera Data Indonusa have sought all the more to handle each year the percentage of its goods record, it appears that in the year 2010 has increased.*
- *In the learning and growth perspective shows the strategy of human resource development and growing quite well and the conditions were very good technology and a good level of employee satisfaction.*