

**ANALISIS BALANCE SCORECARD SEBAGAI ALAT  
PENGUKUR KINERJA PERUSAHAAN (Studi Kasus PT  
ADIRA DINAMIKA MULTI FINANCE TBK Cabang Ciledug  
Kreo Tangerang)**

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**ABSTRAK**

Penilaian kinerja merupakan hal yang esensial bagi perusahaan. Untuk memenangkan persaingan global yang semakin ketat ini, kinerja sebuah organisasi haruslah mencerminkan peningkatan dari satu period keperiode berikutnya. Dewasa ini pengukuran kinerja secara finansial tidaklah cukup mencerminkan kinerja organisasi sesungguhnya, sehingga dikembangkan suatu konsep *Balanced Scorecard*.

Hasil penelitian ini menitik beratkan pada bagaimana analisis *Balanced Scorecard* di perusahaan jasa di Jakarta. Konsep *Balanced Scorecard* mengukur kinerja suatu organisasi dari empat perspektif yaitu perspektif keuangan, perspektif pelanggan, perspektif proses bisnis internal dan perspektif pertumbuhan dan pembelajaran.

Kata Kunci: *Balanced Scorecard*, Perspektif Keuangan, Perspektif Pelanggan, Perspektif Proses Bisnis Internal, Perspektif Pertumbuhan dan Pembelajaran dan Pengukuran Kinerja

***Analysis of The Balanced Scorecard as a Measure of  
Corporate Performance (Case Studies of Companies Adira  
Dinamika Multi Finance Tbk Subsidiary Ciledug Kreo Tangerang)***

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***ABSTRACT***

*Performance measurement is an essential thing for a company. To become the winner in this global competition world, the company has to show a performance improvement from period to period. Recently, financial performance measurement is not enough to reflect the real business performance, so that developed the Balanced Scorecard concept*

*Results of this study focuses on how the Balanced Scorecard in analysis services company in Jakarta. The concept of the Balanced Scorecard to measure the performance of an organization from four perspectives: financial perspective, customer perspective, internal business processes and learning and growth perspective*

*Keywords: Balanced Scorecard, Financial Perspective, Customer Perspective, Internal Business Processes, Learning and Growth Perspective and Performance Measurement*