

IMPLEMENTASI BALANCED SCORECARD SEBAGAI ALAT UNTUK

MENGUKUR KINERJA

PT.BPR DANATAMA INDONESIA, Tbk

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ABSTRACT

Penelitian dilakukan di PT BPR Danatama Indonesia, Tbk bertujuan untuk mengetahui sejauh mana penerapan Balanced Scorecard sebagai alat pengukuran kinerja di BPR Danatama Indonesia dan untuk membuktikan penerapan empiris Balanced Scorecard telah diterapkan sesuai dengan teori kontrol manajemen sistem.

Hasil penelitian ini, dari empat perspektif Balanced Scorecard dalam analisis bahwa ada beberapa orang yang memiliki kinerja yang baik atau tidak mampu mencapai suatu target. Kedepannya perusahaan diharapkan untuk lebih meningkatkan kinerja dengan menyeimbangkan kinerja keuangan dan non keuangan dalam rangka mewujudkan visi dan misi.

Kata kunci; Pengukuran Kinerja, Balanced Scorecard

**IMPLEMENTATION OF THE BALANCED SCORECARD AS A TOOL TO
MEASURE PERFORMANCE OF
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ABSTRACT

The research conducted at PT BPR Danatama Indonesia, Tbk aims to determine the extent of application of Balanced Scorecard as a tool of performance measurement in BPR Danatama Indonesia and to prove the empirical application of the Balanced Scorecard has been applied in accordance with the theory management control systems.

The results of this research, of the four Balanced Scorecard perspectives in the analysis that there are some who have good performance or not able to achieve the set targets. Therefore the company is expected to further improve performance by balancing the performance of financial and non financial aspects in order to realize the mission and vision.

Key words; Performance Measurement, Balanced Scorecard