

**ANALYSIS OF THE POSSIBILITY OF BALANCE SCORECARD
FOR MEASURING PERFORMANCE
(CASE STUDY: PT. PURA SELOKAMAS)**

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ABSTRACT

Research was conducted to discuss the possibility of Balance Scorecard Analysis Method for Measuring Financial Performance At PT. Pura Selikamas. In this research used descriptive method. Measurement data analysis using descriptive quantitative and qualitative research variable is the Balanced Scorecard.

The results showed that PT performance measurement system. Pura Selokamas while in still using the traditional system, by using the financial benchmarks. Some non-financial ratios that are part of the four Balanced Scorecard perspectives can be identified in the operational PT. Pura Selokamas, allowing the implementation of performance measurement based on the Balanced Scorecard.

Key word : Balance Scorecard