

EVALUATION OF BALANCED SCORECARD IMPLEMENTATION

CASE STUDY AT PT GMF AEROASIA ON 2007 - 2009

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ABSTRACT

This research was conducted to evaluate the implementation of balanced scorecard case study on PT. GMF Aero Asia year 2007 – 2009. This research used descriptive research method. Measurement on this research using data descriptive and qualitative analyst method, research variable is balanced scorecard.

The results of this research shows that the performance measurement system of PT GMF Aero Asia using the Balanced Scorecard which has several advantages such as: to measure financial and non financial performance. Non-financial performance can be measured are: Learning and Growth, Internal Business Process and Customer. Achievement of performance from each perspective which has a causal relationship between one another. Based on the results of measurement, Balanced Scorecard performance during that period reached the target in 2007 and 2008, while the decline in customer performance in 2009 have resulted in the decline in financial performance.

Key Words: Balanced Scorecard, Financial Perspective, Customer Perspective, Internal Perspective, Learning and Growth Perspective.