

**PERFORMANCE MEASUREMENT EVALUATED USING
BALANCED SCORECARD**

IN PT NINDYA KARYA (PERSERO)

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ABSTRACT

The balanced scorecard is a strategic planning and management system that is used extensively in business and industry, government, and nonprofit organization worldwide to align business activities to the vision and strategy of the organization, improve internal and external communications, and monitor organization performance against strategic goals.

PT Nindya Karya (Persero) using Balanced Scorecard in four perspectives with different weighting there are 70 % financial perspective, 10% customer perspective, 10% internal business perspective, and 10% learned and growth perspective. The result of this performance measurement of PT Nindya Karya (Persero) is 74.73 % , the category of PT Nindya Karya (Persero) is good enough although can not reach 100% target

Key Word : Balanced Scorecard, Measurement, Performance, Score, Objective Strategic.