

ANALYSIS OF BALANCE SCORECARD IMPLEMENTATION PERFORMANCE MEASUREMENT IN RS. X.

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ABSTRACT

The hospital is an organization that has an organized medical staff and medical professional permanent and carry out medical care, continuous nursing care, diagnosis and treatment of diseases suffered by patients. Traditional performance measurement that emphasizes the perceived financial performance can not show the actual performance of a company. Size - the size of the finance which is often used is Return on Investment, Residual Value and the level of sales. When this method gets the most attention from many parties and linked to business strategy formulation approach is through the Balanced Scorecard (BSC) as the tool is measured in a comprehensive strategy with a pattern of strategic management (Mulyadi 2001). Performance indicators which will be described next is the result of the combined performance of several status indicators Hospital with the BSC approach so that it can easily be appride on an going basis.

In this research, performance assessment is intended to determine the extent of the work of a company. Performance appraisals are not only apply to employees or staff, but also applies to managers and the company itself. Balanced Scorecard concept into one of the alternative performance assessment that is able to explain all the activities carried out by a company.

The research method used is descriptive research. Descriptive research is research that aims to descriptions in a systematic, factual and accurate about the facts - facts and nature - the nature of the population (objects) research. The purpose of this study gives an overview of performance measurement for a company which in this case is the hospital "X" through the balance scorecard system.

Based on existing performance measurement results in the Hospital "X" can be taken. Application of Balanced Scorecard conducted at Hospital "X" has been in accordance with the guidelines for the management control system (SPM). The results using the Balanced Scorecard performance measurement shows that the Hospital "X" to run its operations well enough.

Keywords: Balanced Scorecard