

**PERFORMANCE MEASUREMENT PERSPECTIVE WITH  
BALANCED SCORECARD APPROACH  
(CASES STUDY IN PT ACE HARDWARE INDONESIA TBK.)**

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**ABSTRACT**

*This research was about the performance measurement refers to the retail company of PT. Ace Hardware Indonesia Tbk.. With the Balanced Scorecard approach, it purposed to measure the performance of PT. Ace Hardware Indonesia Tbk although not applied. Through key performance indicator with a framework based on each perspective balanced scorecard includes objectivity, measures, targets and initiatives. Where the results of such measurements can describe how the company on its financial aspects and nonfinancial aspects.*

*The research method used descriptive research method, is intended to describe in a systematic, factual and accurate information on the performance of PT. Ace Hardware Indonesia with a balanced scorecard approach. The data analysis methods is using descriptive quantitative method and qualitative descriptive method. The results of data analysis with balanced scorecard approach at PT. Ace Hardware Indonesia illustrates that the top management level focusing on their financial performance, while on the lower management level focuses on nonfinancial performance that to be able to create revenue growth rate in the long term share holder value and to be excellence in its retail business.*

*Keywords : Key Performance Indicator, Balanced Scorecard Framework, financial perspective, customer perspective, internal business process perspective, learning and growth perspective.*