

ABSTRACT

In the face of an increasingly complex business environment such as currently required method of performance measurement that can assess the company's performance accurately and comprehensively. In this case the method can be used is the Balance Scorecard. Balance Scorecard is a performance measurement tool that combines measures of financial and non financial performance. Balance Scorecard measures the performance from four perspective, namely learning and growth perspective, internal business process perspective, customer perspective, and financial perspective.

The researcher conducted the research on PT. US Freight Services using the data from 2008-2010 to analyze the financial perspective, while for other perspectives using company data and calculation of questionnaires distributed to employees and customer of PT. US Freight Services.

From the research results using the Balanced Scorecard concept can be concluded that there was some variation in results. Thus, the Balanced Scorecard suitable to apply to PT. US Freight Services, an International Freight Forwarding because the Balanced Scorecard can provide a better picture of structured and intensive than the traditional system is still in use today.

Keyword : Balance Scorecard, Performance