

**PROBABILITY ANALYSIS ON THE APPLICATION OF BALANCED
SCORECARD AS ALTERNATIVE PERFORMANCE MEASUREMENT IN
THE DIRECTORATE GENERAL OF STATE ASSETS MANAGEMENT**

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ABSTRACT

This research is about the probability to apply the Balanced Scorecard in Public Sector by using the perspectives in the Balanced Scorecard.

Balanced scorecard is a comprehensive performance measurement system which includes four perspectives, those are: financial perspective, customer perspective, internal business process perspective, and learning and growing. With various feasible benefits, the Balanced scorecard is applicable as alternative performance measurement system for directorate general of state assets management.

Key words : Balanced Scorecard, financial perspective, customer perspective, internal business process perspective, and learning and growth, Public Sector.