

## **ABSTRACT**

*Measuring corporate performance based on financial aspect is insufficiency. Balance scorecard is the answer. In balance scorecard there are four perspectives, financial perspective, customer perspective, internal business process perspective, and learning and growth perspective. With balance scorecard, company can develop performance measurement from company's vision and mission. So that company's can focus with they strategy to get vision anf mission. This research found measure that used by PT. Pasaraya Manggarai is not strategy for straight that need by using balanced scorecard.*

*The purpose of this research is to make framework to measure corporate performance by using balance scorecard. Data for this research are from interview with corporate executives, observation, and customer approach at PT. Pasaraya Manggarai. The result indicates in financial perspective there is correlation between cost efficiency with promotion and increase in customer satisfaction. In customer perspective, customer satisfaction determined by amount of goods and services that given by company's employee. In internal business process perspective, there is correlation between adding new supplier and increase in stock of goods can increase customer satisfaction. In learning and growth perspective, increase in employee productivity and motivation is determined by employee competence, so human resources division has big position in company success. From that this research make indicator table to make balance scorecard framework at PT. Pasaraya Manggarai.*