ABSTRACT

This tesis examines a case study on Corporate Account Management unit PT XL Axiata, Tbk that uses the target of score to evaluate the performance on customer, internal business process, learning and growth perspective with purpose to get continuous financial performance. Concept of Balanced Scorecard states the performance of learning and growth perspective will drive the performance of internal business process perspective, performance of internal business process will drive the performance of customer perspective, and finally performance of customer perspective will drive the company financial performance.

This study specifically formulate the problem in this research to asses the performance of Corporate Account Management unit PT XL Axiata, Tbk on four perspective i.e. financial, customer internal business process, learning and growth, then fitting between target and achivement score and how the financial performance can follow with the performance of non financial perspective through two approach analysis i.e. quantitative and qualitative.

The result shows that there is a connection between financial perspective score with the others three perspectives which are customer, internal business process, learning and growth. Score of financial perspective in the amount of 4 supported with 3.25 of customer perspective, 4.3 of internal business perspective and 2.95 of learning and growth perspective.

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