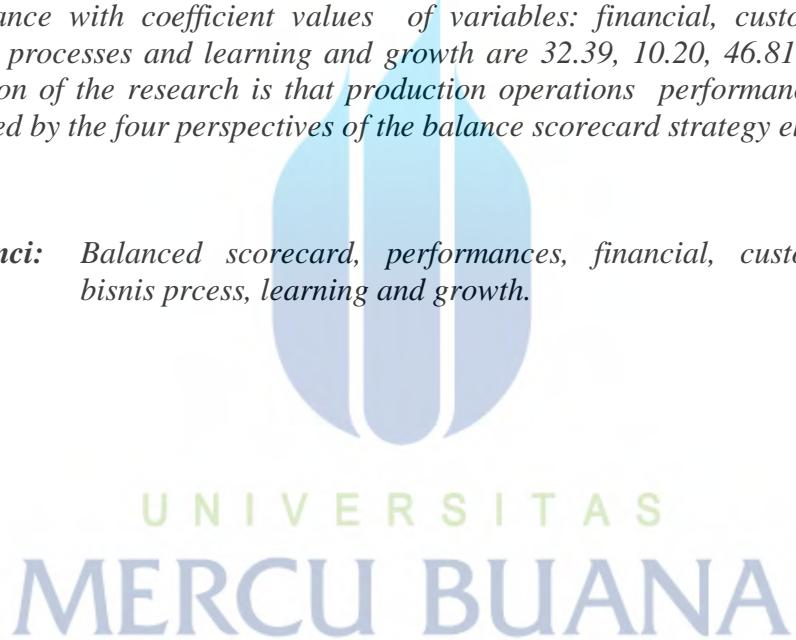


ABSTRACT

PT Panarub Dwikarya implemented balanced scorecard strategy is to achieve sustainable performances and to ensure continuous improvement performance. The company implemented its strategy through measuring production operations based on 4 perspectives, namely: financial, customers, internal business processes and learning and growth. This research observes the influence of these four perspectives on the performance of production operations through description and regression analysis method using SPSS. The data analysis used includes monthly production data starting from year 2013 to 2017. The regression results indicate that the four variables have a significant result and positive influence or impact on production performance with coefficient values of variables: financial, customers, internal business processes and learning and growth are 32.39, 10.20, 46.81 and 4.20. The conclusion of the research is that production operations performance is positively influenced by the four perspectives of the balance scorecard strategy elements.

Kata kunci: *Balanced scorecard, performances, financial, customer, internal business process, learning and growth.*



ABSTRAK

PT Panarub Dwikarya menerapkan strategi *balanced scorecard* untuk mencapai hasil kinerja yang berkesinambungan dan kinerjanya meningkat terus menerus. Perusahaan menerapkan strateginya melalui pengukuran operasi produksi berdasarkan 4 perspektif, yaitu: keuangan, pelanggan, proses bisnis internal, pembelajaran dan pertumbuhan. Penelitian ini mengamati pengaruh empat perspektif tersebut terhadap kinerja operasi produksi melalui metode deskripsi dan analisis regresi dengan menggunakan SPSS. Analisis data yang digunakan meliputi data bulanan produksi tahun 2013 hingga 2017. Hasil regresi menunjukkan bahwa keempat variabel memiliki hasil yang signifikan dan positif terhadap kinerja operasi produksi dengan nilai koefisien variabel: keuangan, pelanggan, proses bisnis internal, pembelajaran dan pertumbuhan adalah 32, 39, 10, 20, 46, 81 dan 4, 20. Kesimpulan penelitian adalah kinerja operasi produksi dipengaruhi secara positif oleh empat perspektif elemen strategi balance scorecard.

Kata kunci: *Balanced scorecard*, kinerja, keuangan, pelanggan, internal proses bisnis, pelatihan dan pengembangan

