

ABSTRACT

This study aims to determine and measure the performance of the financial perspective, customer perspective, internal business process perspective and learning and growth perspective with the Balanced Scorecard at PT. Linggar Mulia Abadi Jati Jepara.

The population in this study are employees of PT. Linggar Mulia Abadi Jati Jepara Semarang, amounting to 54 people and customers of PT. Linggar Mulia Abadi Jati Jepara 225 consumers. Samples taken for the number of subscribers is 69 respondents, while for respondents used all employees to be sampled is 54 respondents. The sampling technique used in this study was purposive sampling, Sampling and Census Sampling accidental. Analysis tools used in this study is Balanced Scorecard.

Based on the results of data analysis using the Balanced Score Card approach, PT. Linggar Mulia Abadi Jati Jepara have a pretty good performance. Overall four of perspective, namely the financial perspective, customer perspective, internal business process perspective and learning and growth perspective in the PT. Linggar Mulia Abadi Jati Jepara have a strong relationship, meaning that by applying the Balanced Scorecard, there will be a balance between the four perspectives, so the concept of balance that is able to align the causal relationship between financial indicators with non-financial indicators. It was seen from a financial perspective that can provide an assessment of the finances to be achieved by the company. While non-financial perspective is the perspective that customers can improve customer satisfaction, internal business process perspective that companies try to meet consumer expectations. For learning and growth perspective, the company undertook the ability of new programs for employees in creating information systems capabilities.

Key words : Performance, Balanced Scorecard (financial perspective, customer perspective, internal business processes and learning and growth perspective).