

ABSTRACT

The developing of retail companies in Indonesia in general and in the District Grobogan in particular, makes the competition in terms of selling the products is becoming tight. Added with the increasingly critical consumer in making a decision to purchase a product. Company's performance can be seen through the balanced scorecard approach that includes financial and non-financial aspects, namely financial perspective, customer, internal business, and learning and growth. Information technology variable, the company's ability to choose products that will be sold, as well as the performance of supply chain management in retail companies will greatly affect the company's performance.

The method used in this study is a method of analysis called Structural Equation Model (SEM) operated via AMOS application. The data used is primary data which have been obtained through a questionnaire given to each retailer in Grobogan. The number of samples used in this research were 100 respondents.

Based on the analysis, we can conclude that retail companies in Grobogan have used these three variables properly in order to improve company performance viewed from four perspectives of the balanced scorecard. Only on three hypotheses that received the label above the 5% probability. As well as in testing the feasibility of this model in the sector SEM GFI and AGFI got marginal value.

Keywords : Balance Scorecard, performance, retail, SCM, information technology, SEM