

**ANALISIS KINERJA KEUANGAN RESTORAN SENYAWAA *COFFEE*  
AND *EATERY* SALATIGA DENGAN PENDEKATAN *BALANCED*  
*SCORECARD***

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**Abstrak**

Penelitian ini bertujuan untuk menganalisis kinerja Senyawaa *Coffee & Eatery* di Salatiga menggunakan pendekatan *Balanced Scorecard* (BSC), yang mencakup empat perspektif: keuangan, pelanggan, proses bisnis internal, serta pembelajaran dan pertumbuhan. Metode penelitian yang digunakan adalah deskriptif kualitatif dengan ienyus pengumpulan data melalui wawancara, observasi, dokumentasi, dan studi literatur. Hasil penelitian menunjukkan bahwa kinerja keuangan dan loyalitas pelanggan tergolong baik, tercermin dari laba yang stabil dan ulasan pelanggan yang positif. Namun, proses bisnis internal dan pengembangan karyawan masih memerlukan perbaikan, terutama dalam efisiensi operasional dan pelatihan SDM. *Balanced Scorecard* terbukti menjadi alat evaluasi strategis yang efektif, karena mampu memberikan gambaran menyeluruh terhadap kondisi organisasi. Penelitian ini diharapkan dapat menjadi dasar bagi manajemen dalam ienyusun strategi peningkatan kinerja secara berkelanjutan.

**Kata Kunci:** *Balanced Scorecard, Kinerja Restoran, Kinerja Keuangan, Pengembangan Karyawan.*

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# ***FINANCIAL PERFORMANCE ANALYSIS OF SENYAWAA COFFEE AND EATERY SALATIGA USING THE BALANCED SCORECARD APPROACH***

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## ***Abstract***

*This study aims to analyze the performance of Senyawaa Coffee & Eatery in Salatiga using the Balanced Scorecard (BSC) approach, which includes four perspectives: financial, customer, internal business processes, and learning and growth. The research method employed is a descriptive qualitative approach, utilizing data collected through interviews, observations, documentation, and a literature review. The results indicate that the restaurant excels in terms of financial performance and customer loyalty, as evidenced by stable profits and consistently positive customer reviews. However, the internal business processes and employee development require enhancement, particularly in operational efficiency and staff training. The Balanced Scorecard is an effective strategic evaluation tool, as it offers a comprehensive overview of the organization's status. This study is anticipated to serve as a reference for management in formulating sustainable strategies to improve performance.*

***Keywords:*** *Balanced Scorecard, Restaurant Performance, Financial Performance, Employee Development.*