

ABSTRAK

Metode *Balanced Scorecard* untuk Analisis Pengukuran Kinerja Perusahaan pada Parahita Diagnostic Center Cabang Sutomo Yogyakarta

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Di era persaingan bisnis yang ketat saat ini dibutuhkan metode pengukuran kinerja yang dapat menilai kinerja perusahaan secara akurat dan menyeluruh. Dalam hal ini metode yang dapat digunakan adalah *Balanced Scorecard*. Tujuan penggunaan metode *Balanced Scorecard* adalah untuk mengukur kinerja perusahaan dari empat perspektif, yaitu: perspektif pertumbuhan dan pembelajaran, perspektif proses bisnis internal, perspektif pelanggan, dan perspektif keuangan. Dari hasil pengukuran, diketahui bahwa kinerja Parahita Diagnostic Center Cabang Sutomo Yogyakarta secara keseluruhan sudah cukup baik, hal tersebut ditunjukkan dengan nilai *Balanced Scorecard* yang dihasilkan dari masing-masing perspektif. Kesimpulan yang dapat diambil adalah bahwa *Balanced Scorecard* merupakan metode yang komprehensif dalam melakukan pengukuran terhadap kinerja perusahaan, karena *Balanced Scorecard* mengangkat aspek-aspek penting yang diabaikan oleh pengukuran kinerja secara tradisional, seperti aspek sumber daya manusia, sistem yang digunakan dalam perusahaan, proses operasional, dan aspek kepuasan pelanggan, sehingga hasil pengukuran dengan *Balanced Scorecard* akan lebih akurat. Hasil pengukuran kinerja yang akurat sangat penting bagi manajemen, baik dalam proses perencanaan, pengambilan keputusan, pengendalian, serta dalam mewujudkan visi dan misi perusahaan.

Kata Kunci: *Balanced Scorecard*, Perspektif Keuangan, Perspektif Pelanggan, Perspektif Bisnis Internal, Perspektif Pembelajaran dan Pertumbuhan.

ABSTRACT

Balanced Scorecard Method for Analysis of Company Performance Measurement at Parahita Diagnostic Center Sutomo Yogyakarta Branch

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In the current era of intense business competition, performance measurement methods are needed that can assess company performance accurately and thoroughly. In this case the method that can be used is the Balanced Scorecard. The purpose of using the Balanced Scorecard method is to measure company performance from four perspectives, namely: growth and learning perspective, internal business process perspective, customer perspective, and financial perspective. From the results of measurements made, it is known that the performance of the Sutomo Yogyakarta Branch of Parahita Diagnostic Center as a whole is quite good, this is indicated by the Balanced Scorecard value generated from each perspective. The conclusion that can be drawn is that the Balanced Scorecard is a comprehensive method of measuring company performance, because the Balanced Scorecard raises important aspects that are ignored by traditional performance measurement, such as aspects of human resources, systems used in the company, operational processes, and customer satisfaction aspects, so that the measurement results with the Balanced Scorecard will be more accurate. Accurate performance measurement results are very important for management, both in the planning, decision making and control processes, and in realizing the company's vision and mission.

Keywords: Balanced Scorecard, Financial Perspective, Customer Perspective, Internal Business Perspective, Learning and Growth Perspective.