

ABSTRACT

Maya Ainur Rofiqoh. 2014. THESIS. Title: "The Balanced Scorecard (BSC) as a Performance measurement tool KJPP (case study on Office Services Public Assessors (KJPP) Hari Utomo and Associates in Surabaya)"

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Keyword: Performance Measurement, Balanced Scorecard, KJPP

Measurement of performance (performance measurement) is the process of assessment of the progress of the work against goals and objectives that have been determined in advance. In an effort to increase the performance and development of its business, with performance measurement balanced scorecard method can be applied to service companies in particular KJPP Hari Utomo dan Rekan. The purpose of this research is to make the design of balanced scorecard to measure performance and peer KJPP Hari Utomo.

This research used the qualitative approach diskriptif. Data collection is carried out by means of observation, interview, questionnaire, documentation. Data analysis was done by way of a measure of the four perspectives of the balanced scorecard method in the financial perspective, the customer perspective, the internal business perspective, and the learning and growth perspective.

Performance measurement results with the balanced scorecard method for a financial perspective consists of increased revenues and reduced operational costs. Note that the results of the calculation with the ratio of ROE in 2012 shows a rise of 38% on income above the level of the service. BOPO and decline in 2012 to be 56% on operating costs assessment. Then to perspective customers customer satisfaction towards the services has shown the value of satisfied i.e. 79,4% with respect to the accuracy of the results of the assessment report. Internal business perspective shows the measurement results that the innovation process, assessment process and after-sales service already meet the criteria either as desired. And the last is the learning and growth perspective suggests that improving the quality of the supporting technology, availability of employees and employee satisfaction is already showing good results.