

ABSTRACT

Billah, Zahida, 2014. SKRIPSI: "Application of Balanced Scorecard Method For Business Benchmark Performance Chips In Small And Medium Scale (Studies In Tempe Chips Company "ABADI" Malang And Fruit Chips Industry "PUTRA FAJAR" Batu) ".

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Key words : Kinerja, *Balanced Scorecard*, *performance grade*

Competition in the field of small food businesses typical of Malang and Batu namely fruit chips and tempe chips very tight indeed. Therefore required an innovation and creativity for the industrial chips in Malang and surrounding areas to stay afloat and can meet the demand of the market. See above, conditions required a comprehensive performance measurement, that can measure the performance of the financial and non-financial side. The purpose of this study was to describe the performance measurement tempe chips company "ABADI" and fruit crisps company "PUTRA FAJAR" Batu if measured with the balanced scorecard method.

This research uses a quantitative research method with descriptive approach. by performing application performance measurement results and compare the efforts of small and medium-scale chips by using the balanced scorecard based performance assessment measured using standard values to assess each of the perspectives of the balanced scorecard in the so-called performance grade. As for the four perspectives of the balanced scorecard in measured in this study is a financial perspective which consists of increased revenues, reduced costs, increased profits, customer perspective consists of customer satisfaction and customer retention, internal business process perspective consists of on time delivery and product innovation, learning and growth perspective consists of employee retention and employee satisfaction.

From the measurement results using of the four balanced scorecard perspectives, then obtained a second attempt to score. The whole tempe company's performance chips "ABADI" Unfortunate to get a score of 3.75, benchmark the performance (performance grade) balanced scorecard categorized either. Then the whole fruit chips industry performance, "PUTRA FAJAR" get score 3.98, in the table of benchmark performance (performance grade) balanced scorecard categorized either. But from a financial perspective increasing the profit on "ABADI" higher than "PUTRA FAJAR", from the perspective of customer to customer retention "PUTRA FAJAR" is higher than "ABADI", from the perspective of internal business for product innovation "ABADI" is still less than the "PUTRA FAJAR", from the perspective of growth and learning performance "ABADI" is higher than "PUTRA FAJAR"