

ABSTRAK

**ANALISA KINERJA PERUSAHAAN DENGAN MENGGUNAKAN  
METODE BALANCED SCORECARD**

**(Studi Kasus pada Dealer Honda Naga Mas Motor Baturetno)**

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Tujuan penelitian ini adalah menilai kinerja Dealer Honda Naga Mas Motor Baturetno berdasarkan *balanced scorecard* sebagai alat ukur kinerja yang mencakup 4 perspektif yaitu (1) Perspektif keuangan, (2) perspektif pelanggan, (3) perspektif proses bisnis internal dan (4) perspektif pembelajaran dan pertumbuhan

Penelitian ini dilakukan di Dealer Honda Naga Mas Motor Baturetno. Jumlah sampel penelitian adalah 20 pelanggan dan 10 karyawan. Teknik penarikan sampel dengan convenience sampling. Teknik pengumpulan data yang digunakan adalah wawancara, dokumentasi dan kuesioner.

Hasil penelitian menunjukkan bahwa kinerja Dealer Honda Naga Mas Motor Baturetno ditinjau dari: (1) perspektif keuangan adalah cukup baik (penjualan dan layanan servis motor meningkat), (2) perspektif pelanggan adalah baik dengan pelanggan merasa puas. (3) perspektif proses bisnis internal adalah baik dengan adanya inovasi, proses operasi yang baik. (4) perspektif pembelajaran dan pertumbuhan adalah baik dengan adanya pelatihan dan motivasi karyawan

Kata kunci: *Balanced Scorecard*, pengukuran kinerja, perspektif keuangan, perspektif pelanggan, perspektif proses bisnis internal, perspektif pertumbuhan dan pembelajaran

**ABSTRACT**

**THE ANALYSIS PERFORMANCE MEASUREMENT OF COMPANY  
USING BALANCED SCORECARD  
(A Case Study at Dealer Honda Naga Mas Motor Baturetno)**

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The objective of this research is to evaluate the performance of “**Dealer Honda Naga Mas Motor Baturetno**” based on *balanced scorecard* which consists of four perspectives, namely (1) financial perspective; (2) customers perspective; (3) the internal business process perspective; (4) and growth and learning perspectives.

This is a case study research at Dealer Honda Naga Mas Motor Baturetno. The total samples of the research were 20 customers and 10 employees. The sampling technique was convenience sampling. The techniques of data collection were interview, documentation and questionnaire.

The results of this research showed that the performance of Dealer Honda Naga Mas Motor Baturetno perceived from: (1) financial perspectives is good enough (sales of product and services were increased); (2) customers satisfaction was good; (3) the internal business process perspective was good indicated by the innovation and operation processes; (4) growth and learning perspective was good indicated by regular training and good employees motivation.

**Keywords:** *Balanced Scorecard*, performance measurement, financial perspective, customer perspective, internal business perspective, learning and growth perspective