

## ABSTRAK

### PERSEPSI PENGUKURAN KINERJA FAKULTAS DENGAN METODE BALANCED SCORECARD

Studi Kasus pada Fakultas Ekonomi Universitas Sanata Dharma Yogyakarta

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2016

Penelitian ini bertujuan untuk mengukur kinerja Fakultas Ekonomi Universitas Sanata Dharma Yogyakarta dengan metode *Balanced Scorecard*. Penelitian ini menjadi penting karena dengan adanya pengukuran kinerja berbasis *Balanced Scorecard*, fakultas memperoleh informasi tentang kinerja fakultas dan dapat meningkatkan keunggulan kompetitifnya terhadap perguruan tinggi lain.

Jenis penelitian yang digunakan adalah studi kasus. Teknik pengumpulan data yang digunakan adalah kuesioner dan wawancara. Teknik analisis data yang digunakan adalah analisis *Multiattribute Attitude Models* (MAM) untuk perspektif pelanggan, keuangan, proses bisnis internal, pembelajaran dan pertumbuhan.

Hasil dari analisis data menunjukkan kinerja Fakultas Ekonomi Universitas Sanata Dharma Yogyakarta sebagai berikut: (1) Perspektif Pelanggan menunjukkan kondisi yang sangat baik karena pelanggan sangat puas akan pelayanan yang diberikan oleh Fakultas Ekonomi Universitas Sanata Dharma. (2) Perspektif Keuangan menunjukkan kondisi yang sangat baik karena Fakultas Ekonomi Universitas Sanata Dharma sudah efektif dan efisien untuk penggunaan operasional dan investasi serta didukung kemandirian keuangan di Fakultas Ekonomi. (3) Perspektif Proses Bisnis Internal menunjukkan kondisi yang sangat baik karena dosen merasa sangat puas terhadap inovasi, proses operasi dan sarana prasarana, begitu juga dengan karyawan bagian sekretariat merasa sangat puas terhadap proses operasi dan sarana prasarana Fakultas Ekonomi Universitas Sanata Dharma. (4) Perspektif Pembelajaran dan Pertumbuhan menunjukkan kondisi yang baik karena dosen puas akan keterlibatan fakultas, status kerja, lingkungan dan suasana kerja yang nyaman, begitu juga karyawan sangat puas terhadap keterlibatan fakultas, status kerja, lingkungan dan suasana yang nyaman di Fakultas Ekonomi.

## ABSTRACT

### **PERCEPTION OF PERFORMANCE MEASUREMENT OF FACULTY BY USING BALANCED SCORECARD METHOD**

A Case study at Economics Faculty Sanata Dharma University Yogyakarta

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This study aimed to measure the performance of the Faculty of Economics, Sanata Dharma University Yogyakarta with the Balanced Scorecard method. This study is important because with the Balanced Scorecard-based performance measurement, faculty could obtain information about faculty performance and can improve its competitive edge against other universities.

This type of research was a case study. Data collection techniques used are questionnaires and interviews. Data analysis technique used is the analysis Multiattribute Attitude Models (MAM) to the perspective of the customer, financial, internal business processes, learning and growth.

Results of the analysis of the data showed the performance of the Faculty of Economics, Sanata Dharma University Yogyakarta as follows: (1) Customer Perspective showed excellent conditions as customers are highly satisfied with the services given by Faculty of Economics, Sanata Dharma University. (2) Financial Perspective showed excellent conditions, because Faculty of Economics Sanata Dharma University was effective and efficient for operational use and investment and financial independence supported at the Faculty of Economics. (3) Perspective Process of Internal Business showed excellent conditions, because the lecturers was very satisfied to innovation, process operations and infrastructure, as well as employees of the secretariat was very satisfied with the process of operating and infrastructure facilities of the Faculty of Economics, Sanata Dharma University. (4) Learning and Growth Perspective showed good conditions because the lecturers satisfied with the involvement of faculty, labor status, environment and comfortable working environment, as well as the employees were very satisfied with the involvement of faculty, work status, environment and comfortable atmosphere at the Faculty of Economics.

Keywords: Balanced Scorecard, Faculty, Performance Measurement.