

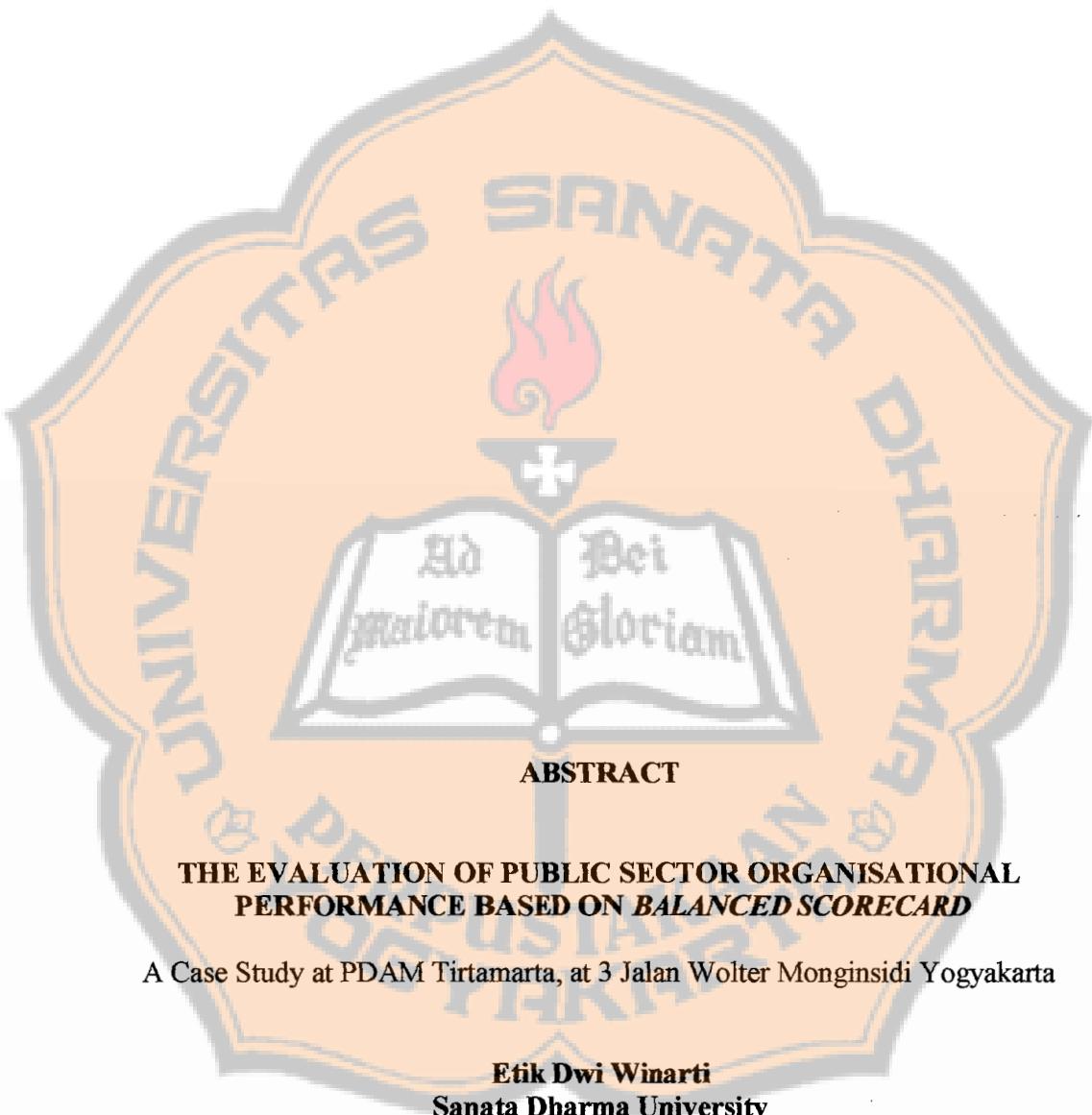


Studi Kasus pada PDAM Tirtamarta, Jl. Wolter Monginsidi No.3 Yogyakarta

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Tujuan penelitian ini adalah untuk mengetahui kinerja PDAM Tirtamarta Yogyakarta berdasarkan pendekatan *balanced scorecard*: (1) perspektif keuangan; (2) perspektif pelanggan; (3) perspektif proses bisnis internal; dan (4) perspektif pembelajaran dan pertumbuhan.

Penelitian dilaksanakan di PDAM Tirtamarta, Jl. Wolter Monginsidi No.3 Yogyakarta. Populasi dalam penelitian ini adalah seluruh pelanggan, karyawan, dan manajer. Jumlah sampel penelitian ini adalah 100 pelanggan, 40 karyawan, dan 5 manajer. Teknik penarikan sampel adalah *purposive* dan *convenience sampling*. Teknik pengumpulan data yang digunakan adalah wawancara, kuesioner, dokumentasi, dan observasi. Teknik analisis data yang digunakan untuk menjawab permasalahan pertama adalah analisis rasio-rasio keuangan dan



The objectives of this research is to know the performance of PDAM Tirtamarta Yogyakarta based on *balanced scorecard* approach in its : (1) financial perspective, (2) customer perspective, (3) the process of internal business perspective and (4) growth and learning perspective.

This research done at PDAM Tirtamarta, at 3 Jalan Wolter Monginsidi Yogyakarta. The population of this research were all of customers, employees, and managers. The samples of the population were 100 customers, 40 employees, and 5 managers. The techniques of drawing samples were *purposive* and *convenience*. The techniques of data collection were interview, questionnaire, documentation and observation. The technique of data analysis to answer the first problem is financial ratio analysis, to answer the second and the fourth problem was *multiatribute attitude model* (MAM) while to answer the third problem was