ABSTRAK

PENGGUNAAN *BALANCED SCORECARD* SEBAGAI PENILAIAN KINERJA
Studi Kasus Pada Pertenunan Santa Maria Boro, Kalibawang, Kulon Progo

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Tujuan penelitian ini untuk mengukur kinerja manajemen Pertenunan Santa Maria Boro, Kalibawang, Kulon Progo dengan menggunakan metode *Balanced Scorecard*. Kinerja Manajemen Pertenunan Santa Maria diukur dari empat perspektif *Balanced Scorecard*: 1) perspektif *financial,* 2) Perspektif *customers*, 3) perspektif internal business processes, 4) perspektif learning ang growth.

Jenis penelitian ini adalah studi kasus. Penelitian ini dilakukan di Pertenunan Santa Maria Boro, Kalibawang, Kulon Progo. Teknik analisis data yang digunakan adalah dengan analisis rasio-rasio keuangan (perspektif keuangan), analisis *Multiatribute Attitude Model* (MAM) dan prioritas kepentingan untuk perspektif *customer* dan perspektif *learning and growth*, sedangkan perspektif *internal bussines processes* menggunakan analisis deskriptif.

Hasil penelitian menunjukkan bahwa kinerja manajemen Pertenuan Santa Maria, ditinjau dari : (1) perspektif *financial* adalah mengalami fluktuasi, (2) perspektif customer adalah naik (ada kenaikan jumlah pelanggan meskipun retensi dan akuisisi pelanggan mengalami fluktuasi, serta kepuasan pelanggan mengalami peningkatan (MAM=30,280), (3) perspektif *internal bussines processes* adalah naik (meliputi proses inovasi, proses operasi dan layanan purna jual, (4) perspektif *learning and growth* adalah naik (karyawan puas, MAM=94,71) terhadap atribut komunikasi, penghargaan, dukungan, dan manajer sangat puas (MAM=15,280) terhadap kemampuan karyawan, kemampuan sistem informasi serta motivasi, pemberian dan pembatasan wewenang.

ABSTRACT

THE USE OF BALANCED SCORECARD FOR PERFORMANCE EVALUATION
A Case Study at Pertenunan Santa Maria Boro, Kalibawang, Kulon Progo

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The purpose of this study is to measure the management performance of Small / Medium Weaving Company of Santa Maria Boro, Kalibawang, Kulon Progo using the Balanced Scorecard. Performance Management of Small / Medium Weaving Company of Santa Maria was measured from the four Balanced Scorecard perspectives which are 1) financial perspective, 2) Perspective customers, 3) internal business processes perspective, 4) learning perspective and growth.

This research is a case study. The research was conducted in Small / Medium Weaving Company of Santa Maria Boro, Kalibawang, Kulon Progo. The data analysis techniques used are the analysis of financial ratios (financial perspective), analyzes of Multiatribute Attitude Model (MAM) and priority to the interests of the customer perspective and learning and growth perspectives, while for the internal perspective of bussines processes is descriptive analysis.

The results showed that the performance management of Small/Medium Weaving Company of Santa Maria Boro, Kalibawang, Kulon Progo, in terms of: (1) financial perspective is experiencing fluctuations, (2) customer perspective is up (an increase in the number of customer retention and customer acquisition despite of any fluctuations occur, as well as increased customer satisfaction (MAM = 30.280)), (3) internal perspective bussines processes are up (covering the process of innovation, the process of operation and after-sales service), (4) learning and growth perspective is increasing (the employees are satisfied, MAM = 94.71) towards the communication, appreciation, support attributes, while the manager was very satisfied (MAM = 15.280) for the ability of employees, skills and motivation of information systems, provision and limitation of the employees authority.