

THE APPLICATION OF BALANCED SCORECARD PERFORMANCE MEASUREMENT UD. PRIMADONA JEMBER

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ABSTRACT

Performance measurement can be used to detect weaknesses or deficiencies there are in the industry. Thus, the company needed a performance measurement tool that look from the perspective of financial and non-financial.

Performance measurement tool that can be used is Balanced Scorecard. Balanced Scorecard is a performance measurement tool based on four perspectives: financial perspective, customer perspective, internal business processes perspective, and learning and growth perspective.

The purpose of this research is to know the industrial performance of UD. Primadona Jember using Balanced Scorecard is viewed from four perspectives. This research used descriptive method. The type of data that used are primary and secondary data. Data collection procedures used interview, observation, and questionnaire.

The result of industry performance measurement research UD. Primadona Jember in 2012-2014 using the application of Balanced Scorecard concept is based on the financial perspective with indicators of sales growth, gross profit, net profit in a very healthy condition, customer perspective with indicators of customer retention and acquisition of customers in a very healthy condition, Internal business process perspective with indicators of innovation and defects product in a very healthy condition, learning and growth perspective with indicators of employees retention and employees productivity in very healthy condition.

Keywords: *Performance Measurement, Balanced Scorecard*