

***Analysis of Performance Measurement Using the Balanced Scorecard Method
at Regional General Hospital Mardi Waluyo, Blitar City***

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ABSTRACT

The purpose of this study was to determine the performance of Mardi Waluyo Hospital in Blitar City using the Balanced Scorecard method. Performance measurement using the Balanced Scorecard method offers a more comprehensive performance measurement solution within an organization. This research is a qualitative descriptive study. The data source for this research uses primary data by distributing questionnaires and interviews, secondary data by using financial report data and company data. The results of this study indicate that the performance of Mardi Waluyo General Hospital in Blitar City was measured using the Balanced Scorecard method to get a score of 83 which is included in very healthy condition with category AA.

Keywords: *performance measurement, balanced scorecard*