

**Analysis of Performance Measurement Using the *Balance Scorecard*
Approach at Bangsalsari community health center, Jember Regency**

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ABSTRACT

This study aims to determine the results of performance measurement at Bangsalsari community health center Jember Regency using the Balance Scorecard measurement method. Performance measurement using the Balance Scorecard method offers a more comprehensive performance measurement solution within an organization. This research is a qualitative descriptive study. The data source of this research uses primary data by distributing questionnaires and interviews, secondary data by using financial report data, employee data, , patient data and a general description of Bangsalsari Health Center. The results of this study indicate that the performance of Bangsalsari community health center is measured using the Balance Scorecard method with a score of 94 which is included in very healthy condition with category AA.

Keywords : performance measurement, balance scorecard