

**ANALYSIS OF PERFORMANCE MEASUREMENT USING THE
BALANCED SCORECARD METHOD AT THE JENGGAWAH
HEALTH CENTER OF JEMBER REGENCY**

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ABSTRACT

This study aims to measure the performance of the Jenggawah Health Center of Jember Regency using the Balanced Scorecard method using a quantitative descriptive approach, through questionnaires (primary data) and documentation (secondary data) related to financial statements and inpatient and outpatient censuses for 2022-2023. The results of the study show that the economic ratio and financial efficiency in 2022-2023 are good, the effectiveness ratio in 2022 is not good but increases significantly in 2023. The customer perspective shows patient satisfaction, while from the perspective of internal business processes, the ratio of inpatient BOR, ALOS, and BTO has not met the ideal standard, but the NDR and GDR have met the ideal standard, and the TOI has met the ideal standard in 2023. Outpatient performance declined in 2023, for laboratory and pharmacy indicators are good. From a learning and growth perspective, employees are satisfied with their capabilities, employee retention increases due to mutations and retirements, and employee productivity is in line with the increase in operating profit.

Keywords: *balanced scorecard, health center, performance measurement*