

**PERFORMANCE MEASUREMENT TO PT. INTI CAKRAWALA CITRA
JEMBER USING BALANCED SCORECARD APPROACH
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ABSTRACT

This research entitled Performance Measurement to PT. Inti Cakrawala Citra Jember using Balanced Scorecard approach is aimed to measure the performance of the company using four perspectives of Balanced Scorecard that is financial perspective, customer perspective, internal business process perspective and learning and growth perspective. During research, the writer combines the research with SWOT analysis to identify internal and external factors of the company.

Based on SWOT analysis, the position of PT. Inti Cakrawala Citra Jember is on Quadrant I. The strategy that should be applied by the company is to support the aggressive growth policy.

Performance measurement using Balanced Scorecard to PT. Inti Cakrawala Citra on 2015 based on financial perspective, customer perspective, internal business process perspective and learning and growth perspective are 100%, 63.8%, 98.2% and 86.2%. The total score of the performance of the company is 87.05% with AA criteria, which indicate that company is on the best performance.

Keywords: Performance Measurement, Balanced Scorecard, SWOT Analysis.

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