

***Balanced Scorecard-Based Performance Measurement Analysis at the Regional  
Drinking Water Company (PUDAM), Banyuwangi Regency***

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***ABSTRACT***

*This study aims to determine the extent to which balanced scorecard-based performance measurement can be used by companies in an effective manner and to find out how SWOT Analysis can support strategic decision-making. This study is a descriptive qualitative study. The data sources used are primary data in the form of interviews conducted and questionnaires distributed, as well as secondary data used in the form of company financial reports and documentation. The results of this study state that the performance measurement of PUDAM Banyuwangi Regency using the balanced scorecard method obtained a score of 86,75 which is included in the condition of a very healthy company and category AA. In addition, strategic decision-making at PUDAM Banyuwangi using SWOT analysis is known to have good results, because it is included in quadrant I with an aggressive strategy so that it refers to a growth orientation which can be interpreted as this company having good internal strengths and promising external opportunities.*

***Keywords:*** *Performance measurement, balanced scorecard, SWOT analysis.*