

ABSTRAK

Jumaadi. 2019. Skripsi. **Analisis *Balance Scorecard* Sebagai Alat Untuk Menilai Kinerja Perusahaan Pada PT. ISS Indonesia Cabang Surabaya**, Program Studi Manajemen , Fakultas Ekonomi, Universitas Panca Marga Probolinggo.

Tujuan untuk menganalisis *Balance Scorecard* sebagai alat untuk menilai kinerja perusahaan pada PT. ISS Indonesia Cabang Surabaya.

Pengukuran kinerja sebuah perusahaan disesuaikan dengan kondisi dan bentuk perusahaan. Pengukuran seharusnya dapat melihat dari semua sisi bagian, baik segi pelanggan, segi keuangan, segi produksi maupun segi karyawan. Pengukuran kinerja melalui pendekatan manajemen strategis terangkum dalam suatu pengukuran strategis *Balanced Scorecard*. *Balanced Scorecard* mengukur kinerja melalui empat perspektif yaitu perspektif keuangan, perspektif pelanggan, perspektif proses bisnis internal maupun perspektif pertumbuhan dan pembelajaran. Pengukuran kinerja terhadap PT. ISS Indonesia Cabang Surabaya menggunakan pendekatan Deskriptif Kuantitatif dengan penelitian berupa angka-angka dan analisis statistik. Hasil menyatakan bahwa kinerja perusahaan selama tahun 2016-2018 dalam perhitungan *Balance ScoreCard* SWOT menunjukkan kategori “AA”.

Kata Kunci: Perspektif *Balanced Scorecard*, Menilai Kinerja PT. ISS Indonesia Cabang Surabaya.

ABSTRACT

Jumaadi. 2019. Thesis. Balance Scorecard Analysis As A Tool To Assess Company Performance At PT. ISS Indonesia Surabaya Branch, Management Study Program, Faculty of Economics, Panca Marga University Probolinggo.

The purpose is to analyze the Balance Scorecard as a tool to assess the company's performance at PT. ISS Indonesia Surabaya Branch.

Performance measurement of a company is adjusted to the condition and form of the company. Measurements should be able to see from all sides, both in terms of customers, financial aspects, production aspects and employee terms. Performance measurement through a strategic management approach is summarized in a strategic measurement of the Balanced Scorecard. The Balanced Scorecard measures performance through four perspectives: financial perspective, customer perspective, internal business process perspective and learning and growth perspective. Performance measurement of PT. ISS Indonesia Surabaya Branch uses a Quantitative Descriptive approach to research in the form of numbers and statistical analysis. The results stated that the company's performance during 2016-2018 in calculating the SWOT Balance Score showed "AAA" category.

Keywords: *Balanced Scorecard Perspective, Assessing the performance of PT. ISS Indonesia Surabaya Branch.*