

ABSTRAK

RANCANGAN PENGUKURAN KINERJA STRATEGIS BERBASIS *BALANCED SCORECARD* PADA PT. GPE PERIODE 2016 – 2018

Saat ini PT. GPE, suatu perusahaan pakaian jadi berbahan dasar denim dengan merek lisensi dari Spanyol yang memasarkan produknya melalui saluran distribusi retail, sesungguhnya tengah mereview sistem penilaian manajemennya, dimana salah satunya adalah wacana perbaikan penggunaan alat pengukuran strategis manajemen seperti *Balanced Scorecard*. Perusahaan kesulitan menentukan faktor-faktor apa sajakah yang seharusnya dijadikan indikator utama bagi PT. GPE dalam penyusunan rancangan *Balanced Scorecard* secara menyeluruh, dari perspektif keuangan, pelanggan, proses bisnis internal sampai pembelajaran dan pertumbuhan. Tujuan utama dari penelitian ini adalah tersusunnya rancangan *Balanced Scorecard* PT. GPE dari masing-masing perspektif, yang akan berlaku selama tiga tahun, yaitu periode tahun 2016 – 2018. Jenis penelitian ini adalah kualitatif deskriptif, dimana analisis data dilakukan untuk memperoleh gambaran yang lengkap mengenai hal-hal yang berkaitan dengan sistem penilaian kinerja yang dilakukan perusahaan disesuaikan dengan konsep pada *Balanced Scorecard*.

Kata kunci: *balanced scorecard*, pengukuran kinerja, perspektif, strategis

ABSTRACT

STRATEGIC PERFORMANCE MEASUREMENT DESIGN BASED ON *BALANCED SCORECARD* CONCEPT FOR PT. GPE ON 2016 - 2018

Currently, PT. GPE, an apparel company based denim brand, licensed from Spain which markets its products through retail distribution channels, reviewing the management measurement system, one of which is the discourse of improvement on using strategic measurement tools such as the Balanced Scorecard. Companies have difficulty determining what are the factors that should be as the main indicator of PT. GPE in the drafting of the Balanced Scorecard as a whole measurement tool, from the perspective of financial, customer, internal business processes to learning and growth. The main objective of the research is the completion of the design for Balanced Bcorecard of PT. GPE from all of the perspectives: Financial, Customer, Internal business processes, to Learning and Growth, which will be valid for three years, ie the period of 2016 to 2018. The research is a qualitative descriptive, where data analysis was conducted to obtain a complete overview on matters relating to the performance measurement system by the company with the assessment of management performance in accordance with the Balanced Scorecard concept.

Keywords: Balanced Scorecard, performance measurement, strategic, perspectives