

ABSTRACT

ANALYSIS PERFORMANCE MEASUREMENT OF GRAHA HUSADA HOSPITAL USING THE BALANCED SCORECARD AS A BENCHMARK OF PERFORMANCE ASSESSMENT

by

DEDY NOVRIANSYAH

The objectives of the research are to measure performance of Graha Husada hospital by using balanced scorecard as a method that can measure a performance with four perspective that is financial perspective, customer perspective, internal business process perspective, and growth and learning perspective. Research conducted by collecting data during two years, is from year 2012 to 2013.

The measurement result with the balanced scorecard on the financial perspective and customer perspective rated is good. The measurement result with the balanced scorecard on the internal business process perspective and the growth and learning process perspective is good enough.

Based on this research that the result of measurements obtained with the four perspective of balanced scorecard performance of Graha Husada Hospital on the whole rated is good.

Keywords : Performance Measurement, Balanced Scorecard, Financial Perspective, and Non - Financial Perspektif