

## **ABSTRACT**

### **THE MEASUREMENT OF THE PERFORMANCE OF THE FACULTY OF ECONOMICS AND BUSINESS OF UNILA USING BALANCE SCORECARD**

**By**

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This study aims to measure the performance of non-profit institutions Faculty of Economics and business, with the Balance scorecard approach Unila during the years 2010-2012. The sample of this research is the Student employees and Lecturers. overall sample consists of 305 Students and 93 employees/lecturer FEB Unila.

Analysis tool used is the time series analysis to know the performance of institutions, a comparison between the results of a benchmark that is current with the previous period will show whether the economics and business Faculty performance University of Lampung was arguably good based on the application of the elements of the Balanced Scorecard.

The results of this research indicate that performance measurement the Faculty of Economics and business, with the Balance Scorecard methods Unila is already good enough. seen from a financial perspective budget absorption is quite stable, in terms of the customer perspective can be assessed that the customers/Students felt Quite satisfied with the service they receive during this time and the level of satisfaction of customers/Students is good. On the perspective of Internal Management suffices nicely as seen from the development of human resources, infrastructure and service quality standards. On the learning and growth perspective of the Toefl and GPA's achievements are already quite good, the satisfaction of Employees of institutions/lecturer FEB Unila is satisfied and feel understood vision mission institution FEB Unila and information systems which are quite good.

Keywords: performance, institutions, non-profits, Balance Scorecard, Time series Analysis