

## **ABSTRACT**

### **ANALYSIS OF THE PERFORMANCE OF THE BUNGA MAYANG JAYA COMMUNITY SUGAR CANE PRODUCING FARMERS COOPERATIVE (KPPTR) WITH THE BALANCED SCORECARD APPROACH**

**By**

**Clariza Octaria**

*This study aims to determine the performance of KPPTR Bunga Mayang Jaya using the Balanced Scorecard approach, namely according to financial performance, customer performance, internal business process performance, and growth and learning performance. The research method used is a case study. The data collection technique used was interviews using questionnaires and secondary data. Data analysis used the Balanced Scorecard approach. Respondents amounted to 74 people. The results showed that the performance of the KPPTR Bunga Mayang Jaya was considered very good, in terms of: 1) The financial perspective for the ratio of liquidity, solvency and profitability was included in the criteria of not good, very good and very good. 2) From a customer perspective for member retention, member acquisition, and member satisfaction, the criteria are good, good, and very good. 3) From the perspective of internal business processes, innovation and operational processes fall into good criteria. 4) From the perspective of growth and learning for the development of employee quality and competence as well as employee satisfaction, it is included in the good criteria.*

*Keywords: KPPTR Bunga Mayang Jaya, Cooperative Performance Measurement, Balance Scorecard.*

## **ABSTRAK**

### **ANALISIS KINERJA KOPERASI PETANI PRODUSEN TEBU RAKYAT (KPPTR) BUNGA MAYANG JAYA DENGAN PENDEKATAN *BALANCE SCORECARD***

**Oleh**

**Clariza Octaria**

Penelitian ini bertujuan untuk mengetahui kinerja KPPTR Bunga Mayang jaya dengan pendekatan *Balance Scorecard* yaitu menurut kinerja keuangan, kinerja pelanggan, kinerja proses bisnis internal, dan kinerja pertumbuhan dan pembelajaran. Metode penelitian yang digunakan adalah studi kasus. Teknik pengumpulan data yang digunakan yaitu wawancara dengan menggunakan kuesioner dan data sekunder. Analisis data menggunakan pendekatan *Balance Scorecard*. Responden berjumlah 74 orang. Hasil penelitian menunjukkan bahwa kinerja KPPTR Bunga Mayang Jaya dinilai sangat baik, ditinjau dari: 1) Perspektif keuangan untuk rasio likuiditas, solvabilitas, dan rentabilitas masuk pada kriteria tidak baik, sangat baik, dan sangat baik. 2) Pada perspektif pelanggan untuk retensi anggota, akuisisi anggota, dan kepuasan anggota masuk pada kriteria baik, baik, dan sangat baik. 3) Pada perspektif proses bisnis internal untuk inovasi dan proses operasi masuk pada kriteria baik. 4) Pada perspektif pertumbuhan dan pembelajaran untuk pengembangan kualitas dan kompetensi karyawan serta kepuasan karyawan masuk pada kriteria baik.

Kata kunci: KPPTR Bunga Mayang Jaya, Pengukuran kinerja koperasi, *Balance Scorecard*.