

# Analisis Kinerja Program JPK Kanwil III PT. Jamsostek (persero) dengan Pendekatan Balanced Scorecard Tahun 2008 = Performance Analysis of Health Care Program at PT. Jamsostek (Persero) Region III Using Balanced Scorecard

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## Abstrak

Program JFK Jamsostek tidak bersifat wajib bagi perusahaan yang telah melaksanakan sendiri pelayanan kesehatannya secara lebih baik. Saat ini belum ada pengembangan penilaian kinerja Program JPK di Kanwil III yang dilaksanakan secara komprehensif dengan pendekatan teori balanced scorecard.

Studi ini bertujuan mengetahui gambaran kinerja dari perspektif keuangan, perspektif pelanggan, perspektif bisnis internal dan perspektif pertumbuhan dan pembelajaran. Penelitian deskriptif analitik dengan metode penelitian kuantitatif dan kualitatif. Data yang digunakan terdiri dari data primer seperti kuesioner kepuasan pelanggan dan karyawan serta wawancara mendalam, serta data sekunder yang berasal dari laporan.

Pelaksanaan di Kanwil III Bulan Februari - Mei 2009. Uji validitas dilakukan di Kanwil IV. Keempat perspektif diasumsikan mempunyai bobot yang sama pentingnya dan pengaruhnya terhadap performa JPK Kanwil III.

Hasil penilaian untuk perspektif pertumbuhan dan pembelajaran ideal, perspektif proses bisnis internal tidak ideal, perspektif pelanggan ideal, dan perspektif keuangan ideal. Secara keseluruhan penilaian kinerja Program JFK Kanwil III termasuk kriteria ideal. Peneliti mengusulkan kepada manajemen agar penetapan target dilakukan dengan lebih menantang mengacu pada parameter SMART : spesifik, measurable, achievable, relevant dan time constrained.

Healthcare program called as JPK is an optional program for company who have better quality healthcare program compare to JPK program. Till nowadays, there isn't comprehensive performance management system developed to monitor the performance of JPK program at region III.

The purpose of the study is to find out the performance of JPK PT. Jamsostek (Persero) region III from several perspective, which are financial, customer, internal process and learn & growth. This study categorized as analytic descriptive using quantitative and qualitative method. The data used consist of primary and secondary data. Primary data comes from customer and employee satisfaction research previously conducted and in-depth interview. Data collected during February-May 2009. Four perspectives assumed have same weight in terms of its degree of importance and its effect to JPK performance.

The result of the study shows that three of perspective (learn and growth, customer, financial) are ideal condition while one perspective (internal process) isn't ideal condition. Overall, performance of JPK region III categorized as ideal criteria. Researcher recommend management to set the target using five criteria's, which are SMART, stand for S-Specific, M-Measurable, A-Achievable, R-Relevant, T-Time Constrained.