

Evaluasi kinerja di perusahaan minyak dan gas dengan balanced scorecard dan value creation studi kasus : Chevron Indoasia Business Unit = Performance evaluation in oil and gas company with balanced scorecard and value creation case study : Chevron Indoasia Business Unit

Reza Pramudya Hermawan Putra, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20387278&lokasi=lokal>

Abstrak

[ABSTRAK

Skripsi ini membahas implementasi Balanced Scorecard dan strategi bisnis di divisi Supply Chain Management Chevron IndoAsia, penerapan kebijakankebijakan untuk merealisasikan Value Creation, dan manfaat yang dirasakan dari implementasi Balanced Scorecard dan strategi bisnisnya. Metode penelitian yang digunakan pada skripsi ini adalah wawancara dengan Business Analyst Chevron IndoAsia mengenai kebijakan-kebijakan yang dilakukan Chevron IndoAsia dalam menciptakan Value Creation dalam kegiatan operasional dan investasinya, observasi terhadap proses bisnis yang dilakukan, dan analisis data-data sekunder terkait Balanced Scorecard dan Value Creation periode 2008-2011. Hasil penelitian menunjukkan bahwa kebijakan-kebijakan yang dilakukan untuk merealisasikan Value Creation sesuai dengan Balanced Scorecard dan strategi bisnisnya. Selain itu, Balanced Scorecard sangat bermanfaat bagi divisi Supply Chain Management untuk memantau kinerja operasional dan investasi agar dapat diambil suatu tindakan untuk meningkatkan kinerjanya.

<hr>

<i>ABSTRACT

, This thesis examines the implementation of Balanced Scorecard and the business strategy in Supply Chain Management division of Chevron IndoAsia, implementation of policies to realize a Value Creation, and also the benefits that come from implementation of Balanced Scorecard and business strategy. A structured interview with Business Analyst from Chevron IndoAsia is utilised to get an information about the actions that have been conducted to get a Value Creation. An analysis of the data of Balanced Scorecard and Value Creation from 2008 until 2011 has been conducted. The findings report that the policies that has been conducted to realize Value Creation are matched with Balanced Scorecard and business strategy. And also, Balanced Scorecard become an useful tool to evaluate performance of operational and investment activities and to improve the performance.]