

## Balanced scorecard pada sebuah perusahaan manajemen pesawat (studi kasus pada PT XYZ) = Balanced scorecard in an aircraft management company : case study at PT XYZ

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### Abstrak

[<b>ABSTRAK</b><br>

Pada masa sekarang ini, lingkungan bisnis sangat kompetitif, sehingga indikator keuangan saja tidak cukup untuk di jadikan alat ukur kinerja sebuah organisasi. Balanced Scorecard diperlukan untuk mengukur kinerja sebuah organisasi, sebab Balanced Scorecard melihat tidak hanya dari Perspektif Keuangan, akan tetapi dilihat juga dari tiga perspektif lainnya, yaitu Perspektif Pelanggan, Perspektif Bisnis Internal dan Perspektif Pembelajaran dan Pertumbuhan.

Tujuan dari penelitian ini adalah untuk menganalisa strategi bisnis PT. XYZ saat ini, mempelajari pengukuran kinerja PT. XYZ saat ini, membuat Balanced Scorecard untuk PT. XYZ dan memberi masukan KPI yang sebaiknya di gunakan oleh PT. XYZ untuk mengukur kinerja perusahaannya.

Data yang di gunakan di dapat dari Laporan Keuangan PT. XYZ, Company Profiles, Analisa Bisnis PT. XYZ, diskusi dengan pelanggan PT. XYZ serta manajemen dan karyawan PT. XYZ. Data juga di dapat dari observasi proses bisnis PT. XYZ dan observasi penulis selama 7 tahun bekerja di PT. ABC, cikal bakal dari PT. XYZ yang juga merupakan sister company PT. XYZ yang sama-sama berpusat di Halim Airport.

PT. XYZ saat ini masih menggunakan indikator keuangan sebagai satu-satunya alat ukur, akan tetapi mereka terbuka untuk masukan, bila mereka pikir baik untuk perusahaan.

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<b>ABSTRACT</b><br>

In nowadays-competitive business environment, traditional performance valuation, which is financial indicator, is not enough as the only measurement to measure an organization's performance. A Balanced Scorecard is needed as an organization's performance valuation, because Balanced Scorecard oversees not only from financial perspectives, but also from three other perspectives, which are customer, internal business process and learning and growth.

This research objective is to analyze PT. XYZ's current business strategy, observing current performance measurement used by PT. XYZ, design of a Balanced Scorecard for PT. XYZ and suggesting KPI to be used by PT. XYZ to measure its performance.

The data were collected from PT. XYZ's financial report, company profiles, through discussion with PT. XYZ's customers and management as well as the staffs. Data were also gained through observation of PT. XYZ's business processes and writer's observation while working for 7 years at PT. ABC, previously also known as PT. XYZ before they split become 2 companies and become a sister company.

The result is that PT. XYZ currently still using financial valuation as the only measurement, but they are open to suggestions. Because they are determine to grow bigger, and they are willing to

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