

Perancangan sustainability balanced scorecard pada Perumda BPR XYZ = Designing sustainability balanced scorecard at Perumda BPR XYZ

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Abstrak

Tesis ini membahas usulan perancangan pengukuran kinerja Perumda BPR XYZ dengan pendekatan sustainability balanced scorecard agar tujuan perusahaan dapat tercapai. Dengan pendekatan sustainability balanced scorecard diharapkan perspektif keuangan dan non keuangan serta aspek keberlanjutan dapat diukur seimbang baik secara jangka pendek maupun jangka panjang. Sustainability balanced scorecard serta peta strategi menjelaskan hubungan antara perspektif keuangan dan non keuangan yang berkelanjutan serta sasaran-sasaran strategis dan inisiatif yang dapat dilakukan oleh perusahaan yang diperlukan agar tercapainya tema strategis tiap perspektif. Jenis data dalam penelitian ini adalah primer dan sekunder, dengan instrumen penelitian yang digunakan berupa revidi literatur, analisis dokumen dan wawancara. Hasil penelitian dapat digunakan Perumda BPR XYZ untuk merancang empat perspektif sustainability balanced scorecard yaitu perspektif keberlanjutan, perspektif pemangku kepentingan, perspektif proses bisnis internal dan perspektif pembelajaran dan pertumbuhan yang dapat membantu perusahaan untuk mencapai tujuan jangka pendek maupun jangka panjang perusahaan.

.....This thesis discusses the proposed design of performance measurement for Perumda BPR XYZ using a sustainability balanced scorecard approach so that company goals are achieved. With the sustainability balanced scorecard approach, it is hoped that financial and non financial perspectives as well as sustainability aspects can be measured in balance both in the short and long term. The sustainability balanced scorecard and strategy map explain the relationship between sustainable financial and non-financial perspectives as well as strategic targets and initiatives that can be carried out by companies that are needed to achieve the strategic themes of each perspective. The types of data in this research are primary and secondary, with research instruments used in the form of literature reviews, document analysis and interviews. The research results can be used by Perumda BPR XYZ to design four sustainability balanced scorecard perspectives, that are the sustainability perspective, stakeholder perspective, internal business process perspective and learning and growth perspective which can help companies to achieve the company's short term and long term goals.