Abstract

Designing Balanced Scorecard for Performance of PT. Bringin Sejahtera Arta Makmur

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The purpose of this research are to (a) Study of assessment of performance which have been done by PT. BSAM to support strategy of company business; (b) Formulate Key Performance Indicator (KPI) in company Strategy Map; and (c) Recommend system of performance assessment to support company strategic management. Method used in this research is descriptive with approach of case study.

Primary data obtained by observation, interview and also by giving questioner to internal management, while secondary data obtained by study of bibliography of PT. BSAM. Technical sampling used purposive stratified sampling. Data analyze are conducting through two steps as the following (1) Translating Vision, Mission And Business of Company Strategy: Formulation of Map of Strategy and (2) Translating Interest Analysis: Identify Parameter of Performance Measurement. Data processing used technique of Paired Comparison.

Assessment of performance which used by PT. BSAM at the moment only measure performance of finance without seeing or paying attention other aspect supporting to performance of company as a whole. Result of Focus Group Discussion in determination of Key Performance Indicator (KPI) to PT. BSAM are RBC, Likuidity, Ability Deposit to Paying Technical Deposit, Ability to take a risk, Increasing Earning, Ability Capita to Paying Technical and Earning Before Tax. These KPI are include in Financial Perspective, while KPI which include in Customer Perspective are Customer Satisfaction, Number of Complaint, Number of New Customer and Number of Lost Customer. In Internal Business determined KPI that could influence company performance are velocity of service claim, insurance covered cost efficiency, insurance capacity and networking. Ingrowth and learning perspective author identified five KPI the following employee satisfaction, performance appraisal, competency, motivation and loyalty.