ABSTRACT

Performance Measurement with Balanced Scorecard in PT.Zebra Nusantara Tbk.

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The main objectives of this thesis were (a) to know performance PT."X" (b) to provide recommendation about Balanced Scorecard System for performance measurement in PT. Zebra Nusantara Tbk. The alternative tool that suitable for this company need is Balanced Scorecard, as it measure performance based on 4 perspectives: financial, consumer, internal business process, learning and development perspectives. The method used are observation, literature study and interview. The analysis have been perform have the descriptive characteristic in format of case study to problem solving in PT.Zebra Nusantara Tbk, they are including analysis of correlation, analysis of financial performance and analysis of company performance with balanced scorecard framework. Overall performance of PT. Zebra Nusantara Tbk can be considered as good. However, some key performance indicator results are not satisfying. The recomendation of strategy that have to implemented to PT.Zebra Nusantara Tbk. are (a) improvement market in consumer satisfaction, (b) improvement in financial performt, and (c) improvement for information system.