ABSTRACT

Designing and Measuring the Performance Analysis of PT Nova Bersaudara Jaya by Using Balanced Scorecard Approach

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Contractor is one of dynamic and high risk company, and PT Nova Bersaudara Jaya is a contractor company which was built in 2003 in Kabupaten Kutai Kartanegara, East Kalimantan. The company has focused its activity on renting service of land, sea and air transportation vehicles; man power supply; and spare parts procurement. PT Nova Bersaudara Jaya must maintain its existence in the business in order to gain increased profit. The company in need of searching for the best performance measurement system to assist in fixing its weaknesses and increasing its strengths. The company performance has been measured only by financial view and decision taken based on that financial data, so far. This research utilizes Balanced Scorecard method that has four perspectives; financial, customer, internal business process, and learning and growth perspective. The research focuses on the discussion of rent servicing land vehicle because the company just received rent servicing land vehicle up to 2006. The research activity is conducted in three steps, first, to see what measurement that has been done by the company. Second, to design the company’s balanced scorecard initiated by determining Key Performance Indicators (KPI). The last step is strategy map and performance range. In accord with the result of performance evaluation, by comparing the realization with its target, there are performance indexes shown KPI’s condition. Decided that there are 6 KPI for financial perspective, 4 KPI for customer perspective, 8 KPI for internal business process, and 5 KPI for learning and growth perspective. The company performance generally is on a good condition. Financial perspective performance in average can be said not good, customer perspective performance is on the best condition. Most of the KPI’s on internal business process perspective are in good condition. Same as, the last perspective, learning and growth perspective is on a good condition.