ABSTRACT

The Application of Balanced Scorecard Method in Work Performance Evaluation of PT Katsushiro Indonesia

The objectives of this research are: (1) to analyze the work performance of PT Katsushiro Indonesia by Balanced Scorecard method, (2) to identify the priorities from work performance’s perspective of PT Katsushiro Indonesia, and (3) to analyze factors that are influenced the work performance of PT Katsushiro Indonesia using Balanced Scorecard method.

This research implementing Balanced Scorecard method to measure the work performance of a company has been done in PT Katsushiro Indonesia on the month of April through June 2005. The company is located at Cikarang, Bekasi. The research measured through four perspectives, they are financial, customer, internal business process, and learning and growth. The tools used for the analysis are range criteria technique, analytical ratio, paired comparison, and Mann-Whitney test.

Based on the result of the analysis, there is an expectation for the company to manage several things in order to reach better work performance. The activities are to give more attention on the amount of production stocks in order to meet equilibrium point between supply and demand, to increase training for the employment, increasing relationship to customer by giving more attention, to care and empathy, and to give more attention on several activities, which are, maintaining, repairing, controlling, and adjusting the production capacity.