SUMMARY

FAIZ ZUHAD MUSHOFFI. Balanced Scorecard as a Performance Measurement System of PT XYZ. Supervised by IDQAN FAHMI and IMAM TEGUH SAPTONO.

One of the business sectors that is growing significantly in Indonesia is the travel umroh business. PT XYZ is an umroh travel that also has the potential to grow significantly if PT XYZ knows some indicators that can improve company performance. Unfortunately, PT XYZ’s performance measurement still only focus on the level of sales without involving other factors. Balanced scorecard is another approach that can be used to measure the performance of PT XYZ, by measuring performance from several perspectives: financial perspective, customer perspective, internal business process perspective and learning and growth perspective.

This study aims to find perspectives, determine strategic goals, determine the strategy map, determine key performance indicators, and determine the balanced scorecard that suitable for PT XYZ. The research was conducted in Bogor in September 2016-December 2016. The data used were primary and secondary data. Primary data was obtained through questionnaires and interviews with several respondents. While secondary data collected through literature study. Processing and data analysis through literature study, focus group discussion, in-depth interview, and analytic hierarchy process (AHP).

The results of the study formulated 23 strategic objectives from four balanced scorecard perspectives which then became causal relationships in the strategy map and 27 key performance indicators to measure the performance of PT XYZ. From expert opinion, financial perspective is the perspective with the highest priority level. This indicates that financial have an important role in improving the performance of PT XYZ.

Keywords: balanced scorecard, customer, finance, travel