

ABSTRACT

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PERFORMANCE MEASUREMENT OF PT. REIKEN QUALITY TOOLS BY DESIGNING THE BALANCED SCORECARD FRAMEWORK

(xviii + 176 pages; 39 tables; 17 figures; 13 appendix)

PT. Reiken Quality Tools (PT. RQT) is a manufacturing company, which specialize in special tools industry. However, to be able to compete with other globalized company in these days, PT. RQT does not have an adequate effective performance measurement. PT. RQT is still using partial performance measurement by which it only focuses in the financial state of the company only, whereas the non-financial perspective is essential in supporting the development of strategic performance of the entity in a long-term time as well. For that reason, this research is done to measuring performance of PT. RQT by designing the balanced scorecard framework. By implementing Balanced Scorecard as the performance measurement system, PT. RQT will be able to measure its performance by embodying the vision and missions of the company into four perspectives, which is the financial, customer, internal business process as well as learning and growth perspective. Moreover, the vision and mission of the company are useful in planning the strategic goals into the scorecard. Therefore the scorecard should contain the measurement for the performance, goals and even the motivators of the performance of PT. RQT, as well as the strategy map of the corporation and a cause and effect diagram. The strategy map provides the information about the sequence strategic planning on each perspective and also shows the conversion of intangible assets to tangible assets. On the other hand, the cause and effect diagram will show the relationship and the link between the strategic planning of the four perspectives. PT. RQT will be able to analyze the actions that are necessary to be taken in order to achieve the goals of the company. After implementing the framework of the Balances Scorecard for PT. RQT in the year of 2010, the scores of the performances for each perspective are 4.50 (very good) for financial perspective, 3.09 (good) for customer perspective, 2.77 (good) internal business process perspective and 3.00 (good) for the learning and growth perspective. Overall, PT. RQT has achieved a quite satisfying result to get a good score of 3.34, which indicates a good result in overall performance.

Key words : Performance, Measurement, Balanced Scorecard

Reference : 10 (1993-2006)