

**ANALISA DAN PERBAIKAN KINERJA PERUSAHAAN DI DENGAN
PENDEKATAN BALANCED SCORECARD (Studi Kasus Di CV
Smartphone Community)**

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ABSTRAK

Perkembangan smartphone di era global saat ini semakin cepat seiring dengan pesatnya laju teknologi informasi. Di sisi lain, alih informasi telekomunikasi diharapkan mampu mengembangkan kualitas dan pengetahuan masyarakat. CV Smartphone Community adalah suatu perusahaan yang bergerak dalam bidang penjualan produk handphone (HP) serta jasa untuk mengupgrade Operational System (OS) juga pengisian aplikasi-apliasi yang ada dalam smartphone . Seperti contoh kasus, para karyawan pada penjualan jasa untuk mengupgrade OS (Operational System) serta pengisian aplikasi pada smartphone. Keadaan itu di dukung dengan tidak seimbangnya antara pelanggan yang masuk untuk mencari jasa dengan hasil yang diperoleh oleh perusahaan. Oleh karena itu untuk mengetahui kinerja CV Smartphone Community dari beberapa perspektif secara terintegrasi, yaitu Perspektif Keuangan, Perspektif Pelanggan, Perspektif Proses Bisnis serta Perspektif Pertumbuhan Dan Pembelajaran perlu dilakukan penelitian dengan metode Balanced Scorecard (BSC).

Kata Kunci : Balanced Scorecard (BSC), Perspektif Keuangan, Perspektif Pelanggan, Perspektif Proses Bisnis, Perspektif Pertumbuhan Dan Pembelajaran

**ANALYSIS AND IMPROVEMENT OF PERFORMANCE OF THE
COMPANY IN USING THE BALANCED SCORECARD (Case Study at
CV Smartphone Community)**

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ABSTRACT

Development of smartphones in today`s global era more rapidly with the rapid pace of information technology. On the other hand, telecommunications information transfer is expected to improve the quality and knowledge society. Smartphone Community CV is a company engaged in the sale of mobile products (HP) as well as services to upgrade Operational System (OS) is also charging apliasi existing applications in smartphones. Such a case, the employee in the sales of services to upgrade the OS (Operational System) as well as the filling of applications on smartphones. The situation was supported by the imbalance between incoming customer to look for services with the results obtained by the company. Therefore, to determine the performance CV Smartphone Community of multiple perspectives in an integrated manner, namely the Financial Perspective, Customer Perspective, Business Process and Perspective Growth And Learning research needs to be done by the method of Balanced Scorecard (BSC).

Keyword : Balanced Scorecard (BSC), the Financial Perspective, Customer Perspective, Business Process, Perspective Growth And Learning