

## ABSTRAK

Penelitian ini bertujuan untuk mengukur kinerja Rumah Sakit Condong Catur menurut empat perspektif *balanced scorecard* yang terdiri dari perspektif keuangan, perspektif pelanggan, perspektif proses bisnis internal, dan perspektif pembelajaran dan pertumbuhan. Penelitian ini dilakukan dengan mengumpulkan data selama 3 tahun, dimulai dari tahun 2013-2015.

Data diperoleh melalui kuesioner, studi kepustakaan, dan informasi lain yang terkait dengan Rumah Sakit Condong Catur. Pengukuran kinerja keuangan dilihat rasio ekonomi, efisiensi, dan efektivitas. Perspektif pelanggan diukur dengan kepuasan pelanggan, akuisisi pelanggan, dan retensi pelanggan. Pengukuran proses bisnis internal dilihat dari inovasi serta proses operasi, lalu untuk perspektif pembelajaran dan pertumbuhan diukur dari kepuasan karyawan, retensi karyawan, dan produktivitas karyawan.

Hasil pengukuran kinerja rumah sakit menunjukkan bahwa kinerja keseluruhan Rumah Sakit Condong Catur sudah baik dilihat dari empat perspektif *balanced scorecard*.

Kata Kunci: Pengukuran Kinerja, *Balanced Scorecard*, Perspektif Keuangan, Perspektif Pelanggan, Perspektif Proses Bisnis Internal, Perspektif Pembelajaran dan Pertumbuhan.

## **ABSTRACT**

*This research aims to measure the performance of Condong Catur Hospital according to four perspectives of balanced scorecard, consisting of financial perspective, customer perspective, internal business perspective and learning & growth perspective. This research was conducted by collecting data for three years, from 2013 to 2015.*

*Data were obtained through questionnaire, library research and other information related to Condong Catur Hospital. Measurement of financial performance viewed from economic ratio, efficiency ratio, and effectiveness ratio. Customer perspective measured by customer acquisition, customer retention, and customer satisfaction. Measurement of internal business process views of innovation and operating process, then perspective of learning and growth measured by employee satisfaction, employee retention, and employee productivity.*

*The hospital performance measurement results show that the overall performance of Condong Catur Hospital is good enough seen from four perspectives of balanced scorecard.*

*Keywords: Measurement of Performance, Balanced Scorecard, Financial Perspective, Customer Perspective, Internal Business Process Perspective, Learning and Growth Perspective*