

## ABSTRAK

SUNARDI, Penilaian Kinerja CV Mulia Organik Bangunkerto Turi Sleman Menggunakan *Balanced Scorecard* di bawah bimbingan BUDIARTO dan JUARINI.

Tujuan penelitian ini adalah menganalisis kinerja CV Mulia Organik dari perspektif pelanggan, perspektif keuangan, perspektif bisnis internal dan perspektif pembelajaran dan pertumbuhan selama rentang 2014-2016 dengan menggunakan *Balanced Scorecard*. Penelitian ini merupakan studi kasus. Metode pemilihan responden menggunakan *purposive sampling*, terdiri dari sembilan responden karyawan dan dua responden pelanggan CV Mulia Organik. Metode pengumpulan data diperoleh dari data primer dan data sekunder dengan melalui wawancara, pemberian kuesioner, dokumentasi, observasi dan studi kepustakaan. Parameter yang digunakan dalam penelitian ini adalah perspektif pelanggan dengan perhitungan *On Time Delivery (OTD)* dan *Number of Complaint (NOC)*, perspektif keuangan dengan perhitungan *Current Ratio (CR)*, *Return On Assets (ROA)* dan *Profit Margin On Sales (PMOS)*, perspektif bisnis internal dengan perhitungan *Supplier Lead Time (SLT)* dan *capacity*, serta perspektif pembelajaran dan pertumbuhan dengan perhitungan *Employee Productivity (EP)* dan *Employee Turnover (ET)*. Hasil penelitian menunjukkan bahwa secara keseluruhan parameter kinerja CV Mulia Organik Bangunkerto Turi Sleman, tidak baik.

Kata kunci: Kinerja, Pupuk Organik, *Balanced Scorecard*.

## ABSTRACT

*SUNARDI, Appraisal Performance of CV Mulia Organik at Bangunkerto Turi Sleman Using Balanced Scorecard supervised by BUDIARTO and JUARINI.*

*The purpose of this study was to analyze the appraisal performance of CV Mulia Organik at Bangunkerto Turi Sleman from the perspectives of customer, financial, internal business, learning and growth span from 2014-2016 by using Balanced Scorecard. This research was a case study. The method of the respondents selection used purposive sampling, comprises nine respondents employees and two respondents CV Mulia Organik customers. Methods of data collection using primary and secondary data through interview, questionnaire, documentation, observation and literature cites. The parameters used in this research, customer perspective were the calculation of On Time Delivery (OTD), Number of Complaint (NOC) calculation, financial perspective were the calculation of Current Ratio (CR), Return On Asset (ROA), Profit Margin On Sales (PMOS), internal business perspective were the calculation of Supplier Lead Time (SLT), capacity, learning and growth perspective were the calculation of Employee Productivity (EP), Employee Turnover (ET). The results of this research showed that the appraisal performance of CV Mulia Organik at Bangunkerto Turi Sleman for all parameters points of view, was in the not good condition.*

*Keywords: Performance, Organic Fertilizer, Balanced Scorecard.*