

ABSTRAK

Penelitian ini bertujuan untuk mengetahui apakah pencapaian kinerja PT Angkasa Pura I (Persero) Cabang Bandar Udara Internasional Adisutjipto Yogyakarta sudah dapat dikatakan baik berdasarkan penerapan elemen-elemen dalam *Balanced Scorecard* sebagai alat ukur kinerja. Konsep *Balanced Scorecard* mengukur kinerja dari empat perspektif yaitu, perspektif keuangan, perspektif pelanggan, perspektif proses bisnis internal, perspektif pembelajaran dan pertumbuhan. Penelitian ini menggunakan metode *simple random sampling*. Metode pengumpulan data dilakukan melalui penelitian lapangan yang terdiri dari wawancara, pengamatan, kusioner, dokumentasi serta penelitian kepustakaan. Data dianalisis secara deskriptif kualitatif dan kuantitatif. Pengujian data dilakukan dengan uji validitas, uji reliabilitas, frekuensi distribusi dengan bantuan software SPSS versi 20. Hasil penelitian menunjukkan bahwa kinerja perspektif keuangan yang meliputi : rasio rentabilitas (*Return On Investment (ROI)*, *Profit Margin*, dan *Operating Ratio*) serta rasio aktivitas (*Operating Asset Turn Over* dan *Fixed Asset Turn Over*) dapat dikatakan baik karena dapat memenuhi target yang dibuat yaitu meningkat 2% pertahun. Sedangkan kinerja perspektif non keuangan yang terdiri dari perpektif pelanggan, proses bisnis internal serta pembelajaran dan pertumbuhan memiliki kinerja yang baik.

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

ABSTRACT

This research aims to find empirical evidence of performance achievement of PT Angkasa Pura I (Persero) Adisutjipto International Airport Yogyakarta has been able to be said good based on the application of elements in the Balanced Scorecard as a performance measurement tool. The Balanced Scorecard concept measures performance from four perspectives that are the, financial perspective, customer perspective, internal business process perspective, learning and growth perspective. This research uses simple random sampling method. Data collection was done through field research consisting of interview, observation, questionnaire, documentation and library research. Data were analyzed by descriptively qualitative and quantitative. Data were analyzed using descriptive qualitative and quantitative. Data testing was done by testing the validity, reliability test, frequency of distribution with the help of SPSS version 20 software. The results of research showed that the performance of financial perspective consist of: profitability ratios (Return On Investment (ROI), Profit Margin, and Operating Ratio) and activity ratios (Turnover and Asset Turn Over Asset Operating) can be said to be good because it can meet the target that is made that is increasing 2% per year. While the performance of a non-financial perspective consisting of customer perspective, internal business processes and learning and growth has a good performance.

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