

ABSTRAK

PT Madu Baru merupakan pabrik yang terletak di dusun Padokan, Desa Tirtonirmolo, Kecamatan Kasihan, Kabupaten Bantul, Yogyakarta. Perusahaan ini bergerak dalam bidang produksi gula dan spritus. Banyaknya permintaan konsumen dan kebutuhan maka perusahaan diharapkan bisa memberikan pelayanan yang berkualitas. Agar mampu bersaing perusahaan harus memiliki pengukuran kinerja yang teroganisir dengan baik karna masalah yang sedang dihadapi PT Madu Baru seperti permasalahan pengukuran kinerja karyawan dan masalah finansial karna adanya kenaikan dan penurunan yang signifikan. Sebagai pabrik gula yang sudah lama memenuhi kebutuhan pelanggan perusahaan harus memperbaiki kinerja agar selalu bisa bersaing di bidang perusahaan ini.

Pengembangan strategi ini dapat dilakukan dengan menggunakan analisis Balanced Scorecard. Analisis Balanced Scorecard dilakukan dengan cara menentukan indikator-indikator pertanyaan kepada para beberapa karyawan di PT Madu Baru dan mengirim kuisisioner kepada responden. Hasil dari kuisisioner akan dipakai untuk perhitungan uji validitas dan reabilitas serta data yang akan diolah berdasarkan hasil kuisisioner yang telah dibagikan.

Hasil penelitian menyatakan bahwa berdasarkan analisis responden dan data keuangan di PT Madu Baru menunjukkan bahwa uji validitas dan reabilitas menunjukkan hasil valid dan reliabel karna hasil menunjukkan angka 0,940 dan berdasarkan r hitung tabel yang didapatkan 0,632 dan setelah diuji mendapatkan hasil yang teruji dan valid.

Kata Kunci: Perbaikan Kinerja, Uji Kelayakan , Balanced Scorecard

ABSTRACT

PT Madu Baru is a factory located in Padokan Hamlet, Tirtonirmolo Village, Kasihan District, Bantul Regency, Yogyakarta. This company is engaged in the production of sugar and spirits. The many consumer demands and needs, the company is expected to be able to provide quality services. In order to be able to compete, the company must have a well-organized performance measurement because the problems currently being faced by PT Madu Baru are problems with employee performance measurement and financial problems due to significant increases and decreases. As a sugar factory that has long met customer needs, the company must improve its performance so that it can always compete in this company's field.

This strategy development can be done using Balanced Scorecard analysis. Balanced Scorecard analysis is carried out by determining the indicators of questions to several employees at PT Madu Baru and sending questionnaires to respondents. The results of the questionnaire will be used to calculate the validity and reliability tests and the data that will be processed based on the results of the questionnaires that have been distributed.

The results of the study stated that based on the analysis of respondents and financial data at PT MaduBaru, it showed that the validity and reliability tests showed valid and reliable results because the results showed a figure of 0.940 and based on the calculated r table obtained 0.632 and after being tested, the results were tested and valid.

Keywords: Performance Improvement, Feasibility Test, Balanced Scorecard