

**PENGUKURAN KINERJA PERUSAHAAN JASA DENGAN  
PENDEKATAN *BALANCE SCORECARD* PADA STUDI KASUS : PT.  
KALOG CEPU**

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**ABSTRAK**

PT. Kereta Api Logistik merupakan perusahaan yang bergerak dalam bidang logistik dibidang pelayanan pengiriman barang. Penelitian kali ini penulis akan melakukan penelitian di PT. Kereta Api Logistik Cepu untuk meningkatkan mutu agar dapat meningkatkan kepercayaan konsumen terhadap layanannya. Metode yang digunakan penulis dengan cara metode *Balance Scorecard* Penelitian kali ini akan menganalisis kinerja, Tahapan penelitian ini yaitu *define, measure, analyze, dan improve*, dimana penilaian terhadap empat kriteria yang ditentukan seperti *Financial, Customers, Internal Process Business, Learning and Growth*. Dalam pengukuran kinerja menggunakan data aktual dari perusahaan serta kuisioner yang akan dibagikan. Tujuan penulisan ini adalah mengukur kinerja untuk meningkatkan efektivitas dan efisiensi dengan menggunakan metode *Balance Scorecard* sehingga dapat diketahui pengukuran kinerja sudah mencapai target atau masih dibawah target. Sehingga perusahaan dapat memenuhi standar dan memperoleh zero deffect, adanya rekomendasi perbaikan berfungsi untuk mendukung aktivitas operasional agar lebih efektif dan efisien. Diharapkan mampu memberikan gambaran dalam pengambilan keputusan, dan meningkatkan kinerja PT. Kereta Api Logistik Cepu. Berdasarkan hasil pengukuran kinerja PT Kereta Api Logistik Cepu dengan menggunakan pendekatan *balance scorecard*. Prespektif keuangan memberikan skor sebesar 24 persen. Prespektif pelanggan memberikan kontribusi skor sebesar 21,71 persen. Prespektif proses bisnis internal memberikan kontribusi skor sebesar 24 persen dan Prespektif pertumbuhan dan pembelajaran memberikan kontribusi sebesar 24 persen. Sehingga didapat total skor hasil pengukuran kinerja PT Kereta Api logistik Cepu adalah 92,89 persen, dengan status polarisasi yaitu berwarna hijau.

**Kata Kunci :** PT. Kereta Api Logistik Cepu, *Balance Scorecard*,

**SERVICE COMPANY PERFORMANCE MEASUREMENT USING  
BALANCE SCORECARD APPROACH IN CASE STUDY:PT Kereta Api  
Logistic Cepu**

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**ABSTRACT**

*PT. Cepu Logistics Railways is a company engaged in logistics in the field of goods delivery services. The research this time the writer will conduct research at PT. Cepu Logistics Railways to improve quality in order to increase consumer confidence in its services. The method used by the author is the Balance Scorecard method. This research will analyze the performance. The stages of this research are define, measure, analyze, and improve, where the assessment of the four specified criteria such as Financial, Customers, Internal Business Process, Learning and Growth. In measuring performance using actual data from the company as well as questionnaires to be distributed. The purpose of this paper is to measure performance to increase effectiveness and efficiency by using the Balance Scorecard method so that it can be seen that the performance measurement has reached the target or is still below the target. So that companies can meet standards and obtain zero defect, the existence of recommendations for improvement functions to support operational activities to be more effective and efficient. It is expected to be able to provide an overview in decision making, and improve the performance of PT. Cepu Logistics Train. Based on the results of measuring the performance of PT Kereta Api Logistik Cepu by using the balance scorecard approach. The financial perspective gives a score of 24 percent. The customer perspective contributed a score of 21.71 percent. The internal business process perspective contributed a score of 24 percent and the learning and growth perspective contributed 24 percent. So that the total score obtained from the performance measurement results of PT Kereta Api Logistics Cepu is 92.89 percent, with a polarization status that is green.*

*Keywords: PT. Cepu Logistics Train, Balance Scorecard, Performance Measurement*