

Tipe Koleksi: indeks Artikel jurnal ekonomi, manajemen

Evaluasi Penerapan Balanced Scorecard Sebagai Alat Pengukuran Kinerja Usaha Pada PT.Hero Supermarket, Tbk

Kurnia Heriansyah

Deskripsi Lengkap: <http://lib.uhamka.ac.id/detail.jsp?id=50843&lokasi=lokal>

Abstrak

The aim of this research is to explain balance scorecard implementation as at PT.Hero Supermarket, include overall balance scorecard perspectives, namely financial perspective, customer perspective, internal business process, and growth and study perspective. Primary data was gotten by interview to support staff employee or leader in PT.Hero Supermarket.

In financial perspective, company spurt revenue and profit in competitive market. For customer perspective, company develop stores that suit and comfortable in customers address. Customer perspective performance is good enough although product price still high relatively than another. The lately reputation of company also determined by human resource empowering and good information system. Than internal business process perspective performance can be approved by customer expectation, productivity, quality service, and good information system. The last one, performance of growth and study looked by continue innovation in product selling, and proactive behavior development for problem solving.