

ABSTRACTS

This research is based on the complication of measuring the performance of a hospital as in organization that works in the service department compared to business organizations that works in the product department. There has to be a more detailed method to measure the performance than just through its financial perspective (traditional measurement). Balanced scorecard method measures performance also through its non financial perspective. This research subject is RS Dinda, a type C hospital that is located in Tangerang. The purpose of this research is to find out whether RS Dinda's strategy implementation has aligned with its vision and mission. The result of this research is that balanced scorecard method proven to be more detailed to measure the performance rather than using traditional measurement.

Keywords: Balanced Scorecard, Financial Perspective, Non Financial Perspective, Customer Perspective, Internal Business Process Perspective, Learning & Growth Perspective.

ABSTRAK

Penelitian ini dilatarbelakangi oleh permasalahan rumitnya pengukuran kinerja rumah sakit sebagai organisasi yang bergerak di bidang jasa dibandingkan dengan organisasi bisnis yang bergerak di bidang produk. Diperlukan sebuah metode yang lebih akurat dalam mengukur kinerja daripada hanya sekedar melalui pengukuran tradisional (perspektif finansial saja). Metode *Balanced scorecard* mengukur kinerja melalui perspektif non finansialnya juga. Subjek penelitian ini adalah Rumah Sakit Dinda, sebuah rumah sakit tipe C yang berlokasi di Tangerang. Tujuan penelitian untuk mengetahui apakah implementasi strategi RS Dinda sudah sejalan dengan visi dan misinya. Hasil penelitian ini adalah metode *balanced scorecard* terbukti lebih akurat dalam mengukur kinerja dibandingkan dengan pengukuran tradisional.

Kata kunci: *Balanced Scorecard*, Perspektif Finansial, Perspektif Non Finansial, Perspektif Pelanggan, Perspektif Proses Bisnis Internal, Perspektif Pembelajaran & Pertumbuhan.