

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis dan mengevaluasi kinerja PT Howard Jeon Glove Indonesia dengan pendekatan prinsip-prinsip *Balanced Scorecard*. PT Howard Jeon Glove Indonesia merupakan perusahaan manufaktur sarung tangan golf. Selama ini, PT Howard Joen Glove Indonesia menggunakan pengukuran kinerja 5 indikator terpisah. Penelitian ini menggunakan analisis deskriptif untuk mengukur kinerja PT Howard Jeon Glove Indonesia dengan pendekatan prinsip prinsip *Balanced Scorecard* yang disesuaikan dengan kondisi perusahaan.

Hasil dari penelitian ini dibagi menjadi empat perspektif prinsip *Balanced Scorecard*. 1) Perspektif keuangan, pendapatan cenderung naik dan diikuti dengan biaya yang juga bertumbuh sehingga menimbulkan laba fluktuatif. 2) Perspektif Pelanggan, berhasil mempertahankan jumlah pelanggan. 3) Perspektif Proses Bisnis Internal, berhasil mencapai target namun belum berhasil untuk menurunkan jumlah produk *defect*. 4) Perspektif Pertumbuhan dan Pembelajaran, belum mampu menyediakan pelatihan yang dibutuhkan sesuai dengan keterampilan.

Kata Kunci: Pengukuran Kinerja, *Balanced Scorecard*, Perusahaan Manufaktur Berbasis Pesanan

## **ABSTRACT**

This study aims to analyze and evaluate the performance of PT Howard Jeon Glove Indonesia with the Balanced Scorecard principles approach. PT Howard Jeon Glove Indonesia is a golf glove manufacturing company. So far, PT Howard Joen Glove Indonesia uses 5 separate indicators to measure performance. This study uses descriptive analysis to measure the performance of PT Howard Jeon Glove Indonesia with a Balanced Scorecard principles approach that is adapted to the company's conditions.

The results of this study are divided into four perspectives on the principles of the Balanced Scorecard. 1) From a financial perspective, income tends to increase and is followed by expenses that also grow, resulting in fluctuating profits. 2) Customer Perspective, successfully maintain the number of customers. 3) Internal Business Process Perspective, succeeded in achieving the target but failed to reduce the number of product defects. 4) Growth and Learning Perspective, has not been able to provide the required training in accordance with the skills.

**Keywords:** Performance Measurement, Balanced Scorecard, Order-Based Manufacturing Company