

ABSTRACT

Health clinics are currently experiencing increasingly complicated problems in terms of enhancing service quality and meeting accreditation standards. The adoption of the Balanced Scorecard (BSC) as a performance measurement tool, on the other hand, frequently does not cover the components controlled in clinic accreditation criteria. As a result, the purpose of this study is to examine the clinic performance of PT Klinik Pratama Blang Awe utilizing the Balanced Scorecard (BSC) technique and some criteria from the Indonesian Clinic Accreditation Standards.

In this study, procedures were taken to identify BSC and Clinical Accreditation Standard indicators that are relevant in performance assessment. The indicators chosen for elaboration were chosen after careful assessment of their link to the criteria in the clinical certification standard. Performance appraisals are then conducted against selected indicators for each BSC perspective, namely financial, customer, internal business processes, and learning and growth perspectives

After performance evaluation, the results are analyzed using the Analytical Hierarchy Process (AHP) method with a pairwise comparison of perspectives and indicators. This approach gives each perspective and indicators a weight and prioritizes those with the highest weights. The weight is then used to determine the order of handling performance metrics that need to be improved.

The results of PT Klink Pratama Blang Awe's performance measurement demonstrate that the clinic's overall performance is categorized as "good" based on the evaluation utilizing the Balanced Scorecard approach and the elaboration of clinic accreditation standards. The clinic received a final performance score of 81.98 out of a possible 110. In determining priority weighting according to the AHP method, the internal business process perspective is prioritized with a weight of 0.481, followed by the customer perspective with a weight of 0.259. The financial perspective is third with a weighting of 0.134, while growth and learning are fourth with a weighting of 0.126.

Keywords: *Balanced scorecard (BSC), Clinic Accreditation Standards, analytical Hierarchy Process (AHP)*