ABSTRACT

RSUDCibabat had experienced some problems in terms of poor service. RSUD Cibabatshould improve their performance in human resources sector to gain the quality of service. The purpose of this study is to analyzeperformance of the employees using the learning and growth perspective of the Balanced Scorecard, and to suggest the right way to improve RSUD Cibabat. The variables used in this study are the learning and growth perspective, which is employee satisfaction, employee motivation and employee capabilities. This study used qualitative research methods and the use of questionnaires as supporting data. Primary data were collected through interviews and questionnaires, while secondary data collected through library and internet access to research data exploration.The results the interview with the Head of Section and questionnaires to employees shows that there is still a lack of items associated with the vision, mission and strategy at the RSUD Cibabat and new findings to be fixed using the Balanced Scorecard Learning and Growth Perspective. The suggestion given to RSUD Cibabat is first to give bonuses and incentive depends on every works. And the second is to give the exact time to complete the assignment. The third is to create a harmonic and condusive place to work. The forth is to make a good relationship between the workers to work as a better team. The last one is to raise the salary of the workers.

Keywords: *Strategy Management, Performance Measurement, Balanced Scorecard, Learning and Growth Perspective*