

ABSTRACT

Faculty of Economics and Business is one of the faculties at Telkom University whose primary purpose is not for profit, but rather to consumer services. During this time in assessing its performance, FEB Telkom University has been using the Balanced Scorecard method. But in this study focused on evaluating the performance of Telkom University FEB only from three perspectives, namely customer perspective, internal business processes, and learning and growth perspective. It is to identify the effectiveness of the performance of the Balanced Scorecard has been implemented by FEB Telkom University of non-financial aspects. The study was conducted by using quantitative research with a descriptive approach. In the customer perspective focuses on customer satisfaction, internal process perspective focuses business process improvement services, and learning and growth perspective focuses on the satisfaction of faculty and staff. Data collection techniques using primary data because the study used a questionnaire as a measuring tool of research. And on data analysis techniques researchers used multiple linear regression with T test and F test as the test significance. From the results of research based on customer perspective, internal business process and learning and growth perspectives. At the customer's perspective seen from the results of the study did not affect the performance of Telkom University FEB because the sample used is different. While the internal business process perspective and learning and growth perspective both significantly affect performance of Telkom University FEB due to an increase in the service and welfare of the faculty and staff be the main focus, it becomes one of the factors in improving the performance FEB. On the results of multiple regression correlation, the three independent variables (customer perspective, internal business processes, and learning and growth perspective) third berpengaruh the dependent variable (performance FEB Telkom University). It is hoped in future studies to analyze the performance of an organization using the Balanced Scorecard concept to include all perspectives to be more perfect in assessing the performance.

Keywords: Performance, Customer Perspective, Internal Business Processes, Learning and Growth Perspective