

ABSTRACT

This study aims to measure the performance of SMK Telkom Bandung Tourism (SMK TPB) by using a balanced scorecard approach. This research is a quantitative study with descriptive design. The study was conducted by measuring the level of performance of SMK Telkom Bandung Tourism (SMK TPB) on four aspects (perspectives) the performance of the balanced scorecard, namely: financial perspective, customer perspective, internal business processes, and learning and growth perspective. Primary data were found in a questionnaire used to measure whether the poor performance of the customer's perspective and learning and growth perspective, while secondary data is used to measure whether the poor performance of the financial perspective and internal business process perspective. This study uses the students and teachers of SMK Telkom Bandung Tourism as respondents. The final results of the study showed that the performance of SMK TPB is good in general. Performance of the financial perspective showed a good performance assessed on the level of efficient, economical, and effective in the performance of the school budget, while the performance of the customer's perspective categories of good / satisfactory. In addition, internal business process performance shows the results of a good level of performance anyway and also the learning and growth perspective shows good enough category. Results recommend SMK TPB for (1) Make efforts to improve financial performance by seeking other sources of income that do not conflict with the prevailing policies. (2) Performance customers need to add to the collection of books in the library, teachers and staff need to be improved the ability to provide services in accordance with the promised, increase utilization of facilities owned by the school, as well as teachers and staff need closeness more to students (3) For the performance of the business Internal school needs to continue to take the curriculum development in the learning process can be flexible to the social change that is rapid (4) The performance achievement of learning and growing need for improvement and evaluation of the system of remuneration applied to be more motivated and to provide guidance to teachers and employees of the profession at school, so the performance of SMK TPB will increase.

Keywords: *Performance measurement, Balanced Scorecard, Financial perspective, Customer perspective, process of internal business perspective, learning and growth perspective.*