

ABSTRACT

PT. Mitra Jayabadi is a trading industry, engineering service, and act as an agent for several electrical and mechanical products company . It was exist since 1998. as an growth company, PT Mitra Jayabadi have to has an orientation for future by concerning about customer and employee satisfaction, and the growth of the company its self. To face the competition which is progressively tighten PT. Mitra Jayabadi always formulate and evaluate strategy continuously to hold out and winning competition. On reflection the problem this research target are to identify measurement indicator which capable to describe the company performance, to measure the company performance by using *Balanced Scorecard* method and evaluate or analyze results of the company's Scorecard.

Many new measurement of a company performance methods emerge caused by traditional measurement weakness. One of the methods is *Balanced Scorecard*. *Balanced Scorecard* method can translate vision, mission and organizational strategy into targets and well-balanced indicator measurements through four perspectives, which are : financial, customer, internal business process and growth and learn. Through cause and effect mechanism, financial perspective becomes main indicator which is explained by operational indicator to other perspectives as a driver component. The performance measurement of PT. Mitra Jayabadi conducted after the measurement system designed. Designing process through some stage, which are : interview, discussion, identification of measurement indicators, and weighting of measurement indicators, then analysis of measurement results.

PT. Mitra jayabadi performance evaluation produces 16 success indicators which are influence the company performance. The indicators influencing degree depend on weight of each indicator. The indicators are :

- **Financial Perspective (51,51%)** : Income Growth Percentage (31,55%), Bruto Profit Company (38,96%), Cost Reduction Percentage (29,49%).
- **Customer Perspective (24,55%)** : Customer Satisfaction Index (78,75%), Customer Growth Percentage (1,25%), Customer Retainment Percentage (8,75%), Customer Claim (11,25%).
- **Internal Business Process Perspective (10,84%)** : 2 Weeks Collection (36,94%), 1 Month Collection (9,54%), Reduction Stock Production Percentage (35,96%), Number of Inovation (9,44%), Number of Guarantee Percentage (8,13%).
- **Learn and Growth Perspective (13,1%)** : Project Hold Increasing Percentage (24,07%), Number of Technology and SIM change (10,29%), Employee Sales Increasing (35,43%), Employee Satisfaction Index (30,21%).

Performance measurement totally be conducted after performance of each perspective measured. Result of performance measurement of each is as follow :

Perspective	Performance Grade	Kriteria
Financial	4	Adequate
Customer	5	Excelent
Business Process Internal	3,5224	Adequate
Learn & Growth	4,4507	Good

The performance of PT. Mitra Jayabadi for 2005 totally is **4,2528** and included in good category.