

## **ABSTRACT**

*Nowadays, companies are in the middle of revolutionary transformation in information. With the transformation, companies are demanded to compete in achieving vision, mission, and company strategy. Therefore, the company needs a measurement in the company work level. There are methods of measuring company performance, one of them is Balanced Scorecard Methods, which is a complex method related to financial, customer, internal business process, and research and growth.*

*PT. Cipta Persada Mandiri is one of company that works on delivery service that works together with PT. NISSAN MOTOR as its customer to deliver packets such as car parts. Balanced Scorecard is used to measure the work level of PT. Cipta Persada Mandiri, because this method can show the achievement of company's target.*

*According to interview result and data processing, with using Balanced Scorecard Method, there are success factors that can be obtained. Overall, the result from the measurement showed financial perspective score is 4,0525 with "very good" category, customer perspective score is 3,6653 with "good" category, internal business process perspective score is 2,6193 with "enough" category, and research and growth perspective score is 4,3369 with "very good" category. Therefore, the company needs to concern to increase internal business process perspective, so that company's strategic goal can be achieved. From several recommendations, the primary priority is on internal business process perspective, which is minimization process time in packing process and delivery process.*

*Keyword : Balanced Scorecard, performance measurement*