

ABSTRACT

In the increasingly rapid development of the business world, many companies use performance measurement by focusing only on the financial perspective, while the non-financial perspective is seen as not being used as a performance measure. In other words, this refers to the traditional management system which only measures the performance of a company based on one perspective, namely finance, with the traditional perspective tending to rely on short-term financial measurements as indicators of company performance so that it is not enough to reveal the company's progress in achieving long-term goals.

This study aims to analyze the company's performance CV. Alfaris Solution using the method Balanced Scorecard. Balanced Scorecard (BSC) has advantages in measuring company performance from both financial and non-financial perspectives, namely customer perspective, internal business process perspective and learning and growth perspective. This research method is descriptive quantitative method, namely. Research data were collected from questionnaires distributed via Google form to 38 respondents as customers and 6 respondents as employees of CV. Alfaris Solutions.

The results of the research that has been carried out, for a financial perspective based on data that has been processed, shows that finances fluctuate every year, the customer perspective shows 70% of respondents say it is good but there are still things that need to be improved, namely service quality, internal business process perspective shows 88% of respondents stated very good but there is still something that needs to be improved, namely research and development, and the learning and growth perspective shows 65% of respondents said it is quite good but there is still something that must be improved, namely employee welfare.

Keywords: *Balanced Scorecard, Performance Measurement, Financial Perspective, Customer Perspective, Internal Business Process Perspective, Learning and Growth Perspective.*