Abstrak

"Analisis *Good corporate Governance* Perannya Dalam Meningkatkan Kinerja Perusahaan Dengan Pendekatan *Balance Scorecard* " (Studi Kasus pada PT Pos Indonesia (Persero) Bandung)

Penelitian ini bertujuan untuk mengetahui *Good corporate Governance*, Kinerja Perusahaan Dengan Pendekatan *Balance Scorecard* pada PT Pos Indonesia (Persero) Bandung, serta peranan *Good corporate Governance* Dalam Meningkatkan Kinerja Perusahaan Dengan Pendekatan *Balance Scorecard* pada PT Pos Indonesia (Persero) Bandung.

Metode yang digunakan dalam penelitian ini adalah metode deskriptif analisis dengan pendekatan kuantitatif, dan untuk mengetahui peranan *Good corporate Governance* Berperan Dalam Meningkatkan Kinerja Perusahaan Dengan Pendekatan *Balance Scorecard* maka digunakan pengujian statistik. Pengujian statistik yang digunakan adalah koefisien korelasi *product moment*, koefisien determinasi, uji hipotesis dan juga menggunakan aplikasi *SPSS 12.0 for windows* untuk memperkuat perhitungan secara manual.

Dari hasil perhitungan koefisien korelasi diketahui bahwa Berdasarkan hasil perhitungan besar hubungan antar variabel Pelaksanaan *Good Corporate Governance* dengan kinerja perusahaan dengan pendekatan *Balance Scorecard* yang dihitung dengan koefisien korelasi adalah 0,735. Hal ini menunjukkan terdapat hubungan yang erat/kuat antara pelaksanaan *Good Corporate Governance* dengan kinerja PT.POS Indonesia dengan pendekatan *Balance Scorecard*. Dan hasil koefisien determinasinya adalah Pelaksanaan *Good Corporate Governance* mampu memberikan kontribusi atau pengaruh dalam meningkatkan kinerja PT.POS Indonesia dengan pendekatan *Balance Scorecard* sebesar 54,0 %. Sedangkan sisanya yaitu sebesar 46,0% dijelaskan variabel lain di luar variabel pelaksanaan Good Corporate Governance, Arah hubungan positif menunjukkan bahwa semakin baik Pelaksanaan *Good Corporate Governance* akan membuat kinerja perusahaan dengan pendekatan *Balance Scorecard* semakin tinggi.

Kata Kunci: *Good Corporate Governance*, Kinerja perusahaan, Balance Scorecard

Abstract

"Analysis of Good Corporate Governance Role in Improving Corporate Performance With Balanced Scorecard Approach"
(Case Study in PT Pos Indonesia (Persero) Bandung)

This study aimed to know the Good Corporate Governance, Corporate Performance With Balanced Scorecard Approach in PT Pos Indonesia (Persero) Bandung, and the role of Good Corporate Governance in Improving Corporate Performance With Balanced Scorecard Approach in PT Pos Indonesia (Persero) Bandung.

The method used in this research is descriptive analysis method with quantitative approach, and to know the role of Good Corporate Governance Role in Improving Corporate Performance With Balanced Scorecard approach is the use of statistical testing. The statistical test used is the product moment correlation coefficient, determination coefficient, hypothesis test and also using SPSS 12.0 for windows applications to strengthen calculation manually.

From the calculation of the correlation coefficient is known that Based on the calculation of the relationship between variables Implementation of Good Corporate Governance with the company's performance with the Balanced Scorecard approach, which is calculated with the correlation coefficient is 0.735. This shows there is a close relationship / strong between the implementation of Good Corporate Governance Indonesia PT.POS performance with Balanced Scorecard approach. And the result is the coefficient of the Implementation of Good Corporate Governance is able to contribute or influence in improving the performance of Indonesian PT.POS with Balance Scorecard approach amounted to 54.0%. While the remainder is equal to other variables explained 46.0% outside the variable implementation of Good Corporate Governance, Direction of a positive relationship indicates that the better implementation of good corporate governance will make the company's performance with the Balanced Scorecard approach to higher and higher.

Keywords: Good Corporate Governance, Corporate Performance , Balanced Scorecard