ABSTRACT

Changes that occur in the business environment has encouraged companies to reevaluate how they manage their business so they can compete and generate income as they have targeted. Companies in the new business environment, not only can rely on one single performance measure only, but companies need to monitor various aspects of performance measurement in order to achieve competitive advantage in the future. To that end, Robert S. Kaplan and David P Norton has introduced a balanced scorecard that is one of the alternative concepts to meet the needs of an integrated performance measurement system.

In this study, the authors compile thesis "Implementation of Balanced Scorecard Analysis and Influencet on Business Development." The purpose of this study is to determine how much influence the implementation of balanced scorecards as a tool to measure corporate performance against business development objectives. In assembles this thesis, the author uses descriptive analysis and verification approach.

PT. Post a freight forwarding companies are located in Jl. Pahlawan No. 87 Bandung. From the above test result is known that the application of balanced scorecard and its influence on business development, is the conclusion from the calculation of multiple linear regression correlation coefficient, Regression and correlation coefficients of determination stating that the effect of balanced scorecard on the magnitude of Business Development at PT Pos Indonesia is low that is equal to 0.266 and 7.19% of Business Development is influenced by the balanced scorecard. The existence of errors or other variables that affect business development at 92.81%. This means that there are other variables that support a balanced scorecard perspective other than the effect on business development.

Keywords: Balanced Scorecard, Business Development.