

Measuring HW Hotel Performance by using Balanced Scorecard

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ABSTRACT

In this globalization era, business competition becomes stricter. Company need to prepare their management with appropriate system as tools in measuring their performance. The business performance can not be measured merely from the financial performance. Financial without non-financial performance will affect the performance of the business in long-term. For that reason, a concept of balanced scorecard to measure the performance of the business both from the financial and non-financial perspective is comprehensively needed, where the non-financial perspective consists of customer perspective, internal business process perspectives and learning and growth perspective.

The objective of this research is to analyse the performance of HW Hotel Padang using the Balanced Scorecard concept. The performance is measured using the data of 2009 and 2011 and also through distributing the questioners to the customers and employees of HW Hotel Padang. Those data are compared to the standard set whether each variables in each perspectives categorized as “good”, “enough” or “bad” condition.

The result of the research shows that the overall performance of HW Hotel Padang is good, where the value of variables in each perspectives are mostly categorized as “good” standard. From the learning and growth perspective, all the variables measured are in enough standard. In the internal business perspective, the result reveals good performance, while in the customer perspective shows the result categorized as “good” condition. The crucial thing to be recognized is about the financial performance, where the value of ROI is categorized as “bad” condition. It is observed that the company needs to set better strategy either from the non-financial and financial aspects to make them balance and to increase its performance.

Keywords: *Balanced Scorecard, Business Performance*

