

## IMPLEMENTATION OF BALANCE SCORECARD AS A PERFORMANACE MEASUREMENT OF ANTONIUS HOSPITAL OF PONTIANAK

### ABSTRACT

To serve consumers or patients, Antonius hospital of Pontianak used *Balance Scorecard* to be more comprehensive, accurate, and scalable because to evaluate an organization's performance it is measured not only from financial aspect but also from non financial aspect. The purpose of the research was to investigate the use of *Balance Scorecard* as an evaluation tool to see the work performance of hospital, to evaluate the use of *Balance Scorecard* as a comprehensive and coherent analysis tool and to compare measurement of work performance of hospital in financial and non financial aspects.

The methodology of the research was descriptive to describe situation systematically. The data was gathered form library research and documents. The accurate and characteristics of fact and the relationship between the facts were analyzed.

The research finding showed that work performance of Antonius hospital of Pontianak using *Balance Scorecard* was well implemented. Based on the result of analysis on four perspectives using *Balance Scorecard*, it showed that the four perspectives performed better work and more scalable.

Key words: Balance Scorecard

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