

**DESIGNING BALANCED SCORECARD AS PERFORMANCE
MEASUREMENT TOOL**

(Case Study in RSIA Arafah Anwar Medika Sukodono)

**SUBMITTED FOR PARTIAL FULFILLMENT OF THE REQUIREMENTS
FOR BACHELOR DEGREE IN ACCOUNTING**

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PROPOSED BY

DESAK MADE LAKSMI DEVI

STUDENT NUMBER: 041113100

FACULTY OF ECONOMICS AND BUSINESS

UNIVERSITAS AIRLANGGA

SURABAYA

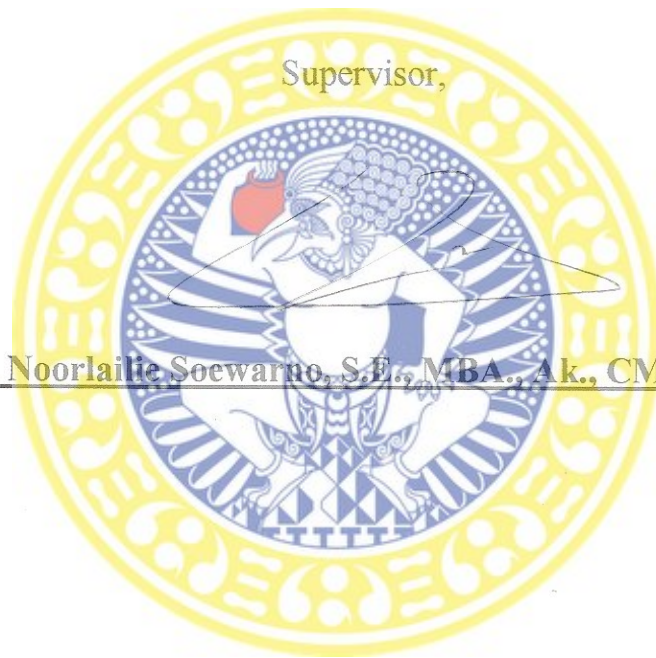
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Surabaya, 1 March 2016

This undergraduate thesis has been completed and ready to be examined

Supervisor,

Dr. Noorlailie Soewarno, S.E., MBA., Ak., CMA., CA.



UNDERGRADUATE THESIS

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PROPOSED BY
DESAK MADE LAKSMI DEVI
STUDENT NUMBER: 041113100

HAS BEEN ACKNOWLEDGED AND APPROVED BY:
UNDERGRADUATE THESIS SUPERVISOR,

A handwritten signature in black ink, appearing to be 'Noorlailie Soewarno', is written over the text 'UNDERGRADUATE THESIS SUPERVISOR'.

Dr. Noorlailie Soewarno, S.E., MBA., Ak., CMA., CA.

Date.....^{22/4/2016}

HEAD OF ACCOUNTING DEPARTMENT,

A handwritten signature in black ink, appearing to be 'Ade Palupi', is written over the text 'HEAD OF ACCOUNTING DEPARTMENT'.

Ade Palupi, SE., MPPM., Ph.D., Ak.

Date.....^{25/04/2016}

DECLARATION

I, (Desak Made Laksmi Devi, 041113100), declare that:

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Desak Made Laksmi Devi

041113100

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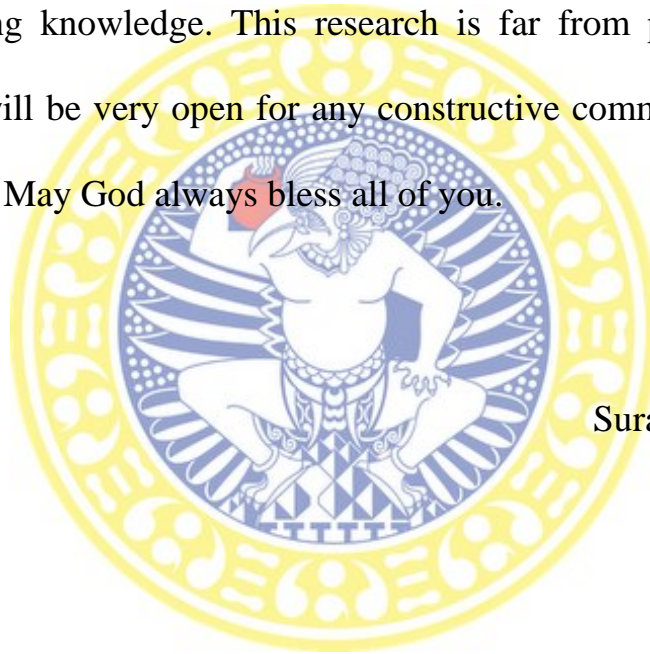
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Researcher

ABSTRACT

Indonesia's lack of hospital creates good opportunities for hospital business. But, managing a privately-owned hospital is not an easy task. Measuring the performance of the hospital is needed in order to deliver the best to the patient. Usually, the hospital only see from profitability and the bed occupancy rate. This research will use Kaplan & Norton's Balanced Scorecard for measuring performance. This research focused on constructing Balanced Scorecard for measuring hospital performance. The object of this research is RS Arafah Anwar Medika Sukodono in Sidoarjo. Usually they only measure only from financial and bed occupancy rate. This qualitative research use Rohm & Halbach's nine step to Success Framework for Building and Implementing Balanced Scorecard. The result is strategic objectives in financial perspective are profitability, Strategic objectives in customer perspective are give good customer service, establish relationship, and improve hospital image. Strategic objective in internal perspective are deliver positive clinical outcomes, availability of infrastructure, enhance administrative processes, and regulatory and social processes. Strategic objective in learning & growth perspective are human capital, information capital, and organizational capital.

Keywords: Balanced Scorecard, Strategic Objective, Measuring Performance, Hospital

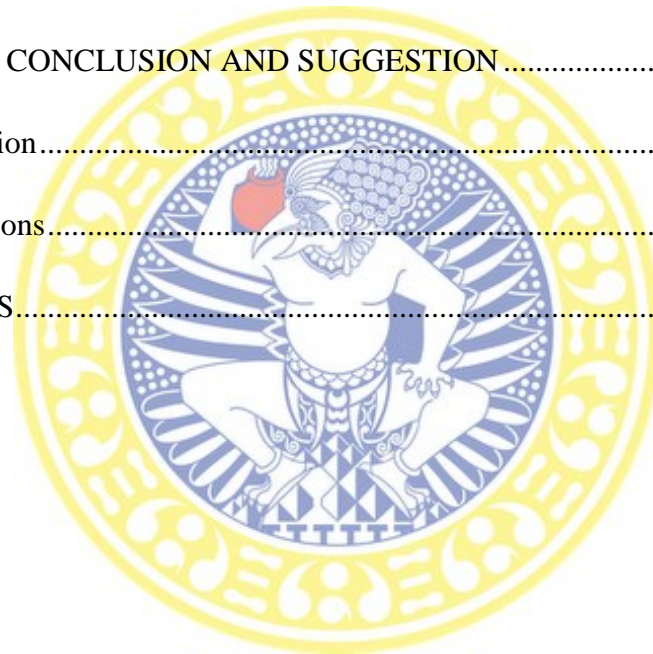
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