

The Analysis of Company Performance of PT. YCYEC Indonesia by Using Balance Score Card Method to Dealing with ASEAN Economics Community

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Abstract: This research was designed as a research survey and utilizes a descriptive method. The aim of this study is to analyze the company performance by using of Balance Scorecard model for dealing with ASEAN economics.

Population in this research is all employees of company that exist in Purwokerto area. The sampling technique is using random methods which were drawn from each company as many as 50 people with different backgrounds and positions. Data processing technique is done by following the steps and methods of performance measurement analysis through BSC method.

The research results show that: The financial perspective has increased; Customer perspective with customer acquisition assessment also increased; the perspective on internal business processes through innovation is good enough; learning and growth perspective is good; and PT. Yc Tec Indonesia is ready to face the ASEAN economic community.

Keywords: Performance, balance scorecard, ASEAN
economic community