

INTISARI

MUSLIM AS, 2020, EVALUASI KINERJA MENGGUNAKAN METODE *BALANCED SCORECARD* PADA APOTEK K-24 KARANGLO YOGYAKARTA TAHUN 2019, TESIS, FAKULTAS FARMASI, UNIVERSITAS SETIA BUDI, SURAKARTA.

Tingkat pertumbuhan apotek di Kabupaten Kota Yogyakarta sangat pesat sehingga dapat menyebabkan kompetisi antar apotek. Oleh karena itu kinerja apotek sangatlah penting untuk dikaji karena dapat dijadikan parameter untuk menetapkan strategi pengelolaan. Salah satu metode yang dianjurkan dalam menilai kinerja apotek yaitu metode *balanced scorecard*.

Penelitian ini non eksperimental rancangan deskriptif eksploratif dengan tujuan untuk mengetahui kinerja Apotek K-24 Karanglo Yogyakarta berdasarkan empat perspektif metode *balanced scorecard* yaitu keuangan, customer, proses bisnis internal, pembelajaran dan pertumbuhan serta memberi rekomendasi perbaikan berdasarkan hasil evaluasi kinerja tersebut. Pengumpulan data dilakukan secara retrospektif dan prospektif berupa data kualitatif dan kuantitatif.

Hasil penelitian kinerja Apotek K-24 Karanglo Yogyakarta menggunakan metode *balanced scorecard* pada perspektif keuangan nilai ITOR tiap tahun mengalami penurunan, perspektif proses bisnis internal masih ditemukan adanya DRP dan apotek belum memenuhi 100% kebutuhan obat serta pada perspektif pembelajaran dan pertumbuhan produktivitas karyawan kurang. Namun demikian, secara keseluruhan hasilnya baik karena telah memenuhi nilai standar.

Kata kunci: Balanced Scorecard, Evaluasi Kinerja, Apotek K-24 Karanglo Yogyakarta

ABSTRACT

EVALUATION OF PERFORMANCE USING THE BALANCED SCORECARD METHOD IN APOTEK K-24 KARANGLO YOGYAKARTA IN 2019, THESIS, SETIA BUDI UNIVERSITY, SURAKARTA

The growth rate of pharmacy in the city of Yogyakarta is very rapid so that it can cause competition between pharmacy. Pharmacy service performance is very important to be reviewed because it can be used as a parameter to determine management strategies. One method that is recommended in assessing pharmacy performance is the balanced scorecard method.

This research is non-experimental explorative descriptive design with the aim to find out the performance of the Apotek K-24 Karanglo Yogyakarta based on four perspectives of the balanced scorecard method, financial side, customer, internal business processes, learning and growth of pharmacy and provide recommendations for improvement based on the results of the performance evaluation. Data collection was conducted retrospectively and prospectively in the form of qualitative and quantitative data.

The results of the performance Apotek K-24 Karanglo Yogyakarta using the balanced scorecard method research from a financial perspective shows the value of ITOR has decreased every year, Internal business process perspective is still found the existence of DRP and pharmacies have not met 100% of drug needs and in the perspective of learning and employee productivity growth is valued less. However, overall the results are good because it meets the standard values.

Keywords: Balanced Scorecard, Performance Evaluation, Pharmacy K-24 Karanglo Yogyakarta