PERFORMANCE ASSESSMENT BASED ON BALANCE SCORECARD IN FACULTY OF ECONOMICS UNIVERSITAS NEGERI YOGYAKARTA

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ABSTRACT

This study aims to conduct a performance assessment using the Balance Scorecard system as an alternative performance measurement at the Faculty of Economics, Universitas Negeri Yogyakarta. The aim of this research is to measure the performance of FE UNY in four perspectives of Balance Scorecard, namely financial, customers, internal business processes, and learning and growth perspectives.

This research is a case study using quantitative and qualitative approaches. The subjects of this study include lecturers, education staff and students at FE UNY. The objects in this study are documents and evidence of performance in the UNY FE which includes performance from financial and non-financial aspects. Primary data were obtained directly by surveying student satisfaction, lecturers and education staff while secondary data were obtained through documents / reports related to the performance of FE UNY, especially the Accreditation Form of UNY FE.

The results of this study indicate that the financial performance of FE UNY by using the concept of value for money is categorized as "Very Good" and shows that the financial performance of FE UNY is considered very economical, very effective and efficient. Customer perspective performance as measured by indicators of student satisfaction and student acquisition rates is categorized as "Good". Internal Business Process perspective's performance as measured by indicators of program realization and student competency level can be categorized as "Good". The performance of learning and growth perspectives as measured by the level of satisfaction of lecturers and education staff, information systems, the use of e-learning are considered good, and the productivity of research and community service program is categorized as "Good". Based on the assessment using the Balance Scorecard approach, FE UNY shows a performance of 83.17% and is categorized as "Good".

Kata Kunci: *performance measurement, Balance Scorecard, education institution performance*