

ABSTRACT

The hospitality industry contributes significantly to a country's economy, both in terms of revenue and the number of jobs it creates. However, with increasing global competition, product globalization and consumer expectations, the assessment of an organization's competitive advantage will increasingly depend on the products provided and the high quality of service in every aspect of the hotel industry. A business must continue to innovate, therefore, as hotel management, the role of hotel management is to carry out its functions, find solutions and design management strategies that can improve organizational performance to reach a superior point in competition and improve customer experience. Fulfilling superior service quality is influenced by the organization's performance in carrying out good management of all resources owned by the company. Obstacles to a company's development are not only monetary resources, internal workers and customers, so it is necessary to carry out comprehensive measurements of organizational performance. The aim of this research is to determine organizational performance at PT Aksara Semesta Propertindo in the four balanced scorecard perspectives, namely from a financial, customer, internal business process, learning and growth perspective. The data collection techniques in this research are observation, interviews, historical data and questionnaires. The results of the organizational performance measurements carried out obtained a financial perspective with a percentage of 75% in the good category. The category customer perspective is very good with a percentage of 78%. The internal business process perspective is said to be in the quite good category with a percentage of 50%. The development and growth perspective is said to be in the very good category with a percentage of 80%. Overall, from the four balance scorecard perspectives used to assess organizational performance at PT Aksara Semesta Propertindo, it can be categorized as good with a percentage of 71%.