

## ABSTRACT

*Performance measurement is a crucial element in organizational management, ensuring the continuity and success of an entity. When organizations are unable to monitor and measure their performance effectively, they risk experiencing failures that could endanger their existence. This is especially true in the context of startups, where many factors can be potential causes of failure, such as the wrong business model, lack of business development, lack of capital, product-market incompatibility, and various other factors. In this context, PesenKuy, a startup operating around Telkom University, faces similar challenges after experiencing a period of hiatus due to the COVID-19 pandemic.*

*This research aims to design a performance measurement system that can help PesenKuy manage and improve its performance through the Balanced Scorecard approach. Preliminary analysis shows that this company is experiencing various problems, mainly related to low performance, especially in terms of customer loyalty. There are many customers who only place one order and don't return, which indicates a lack of customer loyalty and the potential for losing market share to competitors.*

*The Balanced Scorecard approach is considered the right solution to face this challenge. By enabling performance measurement from multiple perspectives, such as financial, customer, internal business processes, and learning and growth, PesenKuy can identify relevant performance indicators and design appropriate improvement actions. In other words, the Balanced Scorecard allows companies to link performance measurements to their strategy, ensuring that every step taken supports the achievement of the company's vision and mission.*

*By implementing this integrated performance measurement system, PesenKuy hopes to be more effective in meeting customer expectations, increasing the level of customer loyalty, and ultimately achieving the company's vision and mission. This research not only provides an in-depth look at the challenges these startups face, but also provides a strong foundation for developing more effective and*

*sustainable performance strategies. In this way, PesenKuy can increase its competitiveness in a competitive market and achieve long-term success.*

*Keywords: Performance Measurement, Balanced Scorecard, Key Performance Indicator, Business Process, Streamlining*