

ABSTRACT

Employee performance is an important factor in achieving organizational goals. Effective performance appraisal can have a positive impact on operational efficiency and the quality of services provided by this bureau. It is known that some employees still do not obey the rules or are not disciplined, for example employees who do not show up on time. Based on the information obtained, it is known that employee performance has not been properly assessed as a result of which the Bureau of Leadership Administration is difficult to improve operational efficiency, minimize the risk of data loss, and improve employee discipline. Therefore, the purpose of this research is to measure employee performance using the Balance Scorecard (BSC) method. BSC assesses performance based on four perspectives, namely financial performance, customer perspective, internal business process perspective, and learning and growth perspective. This research uses qualitative research methods. The data used in this study used primary data obtained from interviews and secondary data obtained from internal documents of the Lead Administration Bureau. This research is in the form of an existing evaluation of the Lead Administration Bureau which shows that in the financial perspective, the bureau achieved expenditure realization of 96.13% of the target, showing good budget efficiency. The customer perspective recorded an achievement of 90% for trust and reputation, and Customer Retention of 90%, indicating the effectiveness of the customer relationship strategy. In the internal business process perspective, the bureau achieved targets on SOP accuracy (99.44%), number of trainings (100%), and timeliness of documents (99.59%), reflecting operational efficiency. In the learning and growth perspective, the bureau successfully implemented a training program with a pass rate of 98.28% and digitization of personnel services by 40%, supporting the improvement of employee skills. In this case, it shows that the Bureau of Chief Administration has successfully achieved the set targets, reflecting a commitment to budget efficiency, customer service, effective operations, and sustainable human resource development. Results Recommendations by making policies to maintain and improve performance with the Balance Scorecard method to support the organization's vision and mission in the future.

Keywords: *Employee Performance, Operational Efficiency, Qualitative, Balance Scorecard (BSC)*