

**COMPANY PERFORMANCE ANALYSIS USING THE BALANCE  
SCORECARD METHOD AND ITS IMPACT ON SUB-SECTOR COSMETIC  
STOCK PRICES AND HOUSEHOLD REQUIREMENTS LISTED IN  
INDONESIA STOCK EXCHANGE PERIOD 2012-2017**

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*This study aims to determine the effect of company performance measured using the Balance Scorerad method, both partially and simultaneously on stock prices. The sample used in the research is the company cosmetics sub-sector and household goods listed on the Indonesia stock exchange for the period 2012-2017. The method used in this research are descriptive method and verification method. The data used is secondary data using the panel data linear regression analysis method.*

*The results of this study indicate that partially the financial perspective using the sub-variable Net Profit Margin does not have a significant effect on stock prices, the customer perspective by using sales growth sub-variables influential and not significant on stock prices, business process perspective using the influential fixed asset sub-variables and not significant to stock prices, and the perspective of growth and learning by using sub variable employee productivity has a significant effect on stock prices. Based on these results, the company needs to increase NPM by increasing sales in order to boost stock prices.*

***Keyword: Company Performance, Balance Scorecard Method, Stock Price***