ABSTRACT

ANALYSIS OF THE BALANCE SCORECARD AS A TOOL FOR MEASURING THE COMPANY’S PERFORMANCE

(A Case Study in The PT BANK LAMPUNG)

By

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This research aims to know the performance of PT Bank Lampung when measured by Balance Scorecard that is by 4 perspective. 4 the financial perspective are the perspective, the perspective of the customer, internal business perspective, and the learning and growth perspective.

Using the method of data collection the survey by spreading 84 questionnaires to employees of PT Bank Lampung KCU but returning the questionnaires is as much as 71 questionnaire to measure learning and growth perspective. For customers and internal business perspective spread 120 questionnaires to customers of PT Bank Lampung and return a questionnaire that was as much as 100 questionnaires. Financial perspective for using report annual in 2012 until 2014.

Measurement results with the 4 perspectives is knowable ROA in 2014 is 3.89% BOPO 69.33% and 112.96% LDR for a financial perspective. To perspective customers known to the average level of satisfaction of the customers is 93.64%. For the internal business perspective as much as 62% of the respondents need more innovation, as many as 51% of respondents answered either in operation process, 56% of respondents answered very satisfied against indicators of after-sales service. For the perspective of growth and learning as much as 55% very satisfied employees against the company. As much as 61% of employees know the vision and misis company. And as much as 58% of respondents answered both to the aspect of the ability of the information systems of the company.

Key Words: Performance Measurement, Balance Scorecard