

ABSTRAK

ANALYSIS OF BALANCED SCORECARD IMPLEMENTATION OF MEASURING PERFORMANCE AS A TOOL IN PT. BANK RAKYAT INDONESIA (Persero) Tbk HEAD OFFICE JAKARTA

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The purpose of this study was to determine how the performance of the PT. Bank Rakyat Indonesia (Persero) Tbk Head Office Jakarta when measured using the Balanced Scorecard method.

The study was conducted in PT. Bank Rakyat Indonesia (Persero) Tbk Head Office Jakarta observation period 2011-2013. The data used are primary and secondary data, primary data through questionnaires, while secondary data through the financial reports PT. Bank Rakyat Indonesia (Persero) Tbk Head Office Jakarta. Withdrawal of respondents done is by using probability sampling techniques, namely the selection of a simple random sample. For the customer's perspective as much as 50 respondents, while the internal business process perspective and learning and growth perspective as much as 104 respondents.

Based on the results of the study, it was concluded that the financial perspective of the years 2011-2013 can achieve cost effectiveness and optimal yield corporate profits. As for the customer's perspective the results are quite satisfactory to the customer satisfaction index for 2154, internal business process perspective the results of the index is an average of 3184 with a satisfactory answer mode, and learning and growth perspective indices obtained was 4,702, with an average answer mode is quite satisfactory.

Keywords: Measuring Performance with Balanced Scorecard