

THE ANALYSIS OF ORGANIZATIONAL PERFORMANCE USING BALANCED SCORECARD IN PT. BANK JABAR BANTEN

ABSTRACT

In the era of a rapid business competition, the company is required to take strategic steps to compete in any condition. The company should be able to distinguish between one company with others. Thus, company's competitive advantage is become indispensable. In the recent years, most company use traditional performance measurements that only focus on financial sector. Performance measurement with this system can lead the company to the orientation that only focuses on short-term profits and tend to ignore the continuity of company in the long run. Therefore, this study is intended to measure the whole performance using Balanced Scorecard, which has four perspectives to measure the company's performance.

This research is quantitative research that addresses research objective through empirical assessments that involve numerical measurement and analysis approaches. This research covered performance analysis of PT. Bank Jabar Banten throughout four perspectives of Balanced Scorecard. The four perspectives are financial perspective, customer perspective, internal business process perspective, and learning and growth perspective.

Primary data collection was used to measure customer satisfaction in customer perspective and employee satisfaction in learning and growth perspective, and the rest use secondary data collection. Analytical Hierarchy Process was used in weighting process on each perspectives and its variables. The standardization is needed to create a standard scale of each variabel that being used. The standardization was done by using Snorm. Population of this research are customers and employees of PT. Bank Jabar Banten, and the sample is 400 customers and 100 employees of PT. Bank Jabar Banten.

The result shows that PT. Bank Jabar Banten obtained the final score at 82.45, which is categorized as good performance. This result can be useful information for current management of PT. Bank Jabar Banten to improve their performance. In the future, this score can be a standard for PT. Bank Jabar Banten if similiar research occurs.

Keyword: Analytical Hierarchy Process, Balanced Scorecard, Bank Performance Measurement, Snorm Normalization