

## **ABSTRACT**

*Bank BJB Branch Bogor is one of the companies engaged in banking services. As a regional development bank, Bank BJB Branch Bogor required to continue to improve its ability to create a competitive advantage which will influence and strengthen the global competitive position of companies in the long run. As the company's transformation from Bank Pembangunan Daerah Jawa Barat to Bank BJB on July 5, 2010, Bank BJB has since claimed to be able to compete not only among the regional development banks but also other private banks.*

*So far, Bank BJB Branch Bogor perform traditional performance measures based on the financial condition. These measurements are not thoroughly assess aspects of the company so that less integrated measurements made on the aspects that can improve the performance. Therefore, in this study measured firm performance using the Balanced Scorecard to integrate all aspects related to the company. However, according to Kaplan and Norton, Balanced Scorecard can be viewed as a model that can be modified in accordance with the conditions of the company. Therefore, in this study the authors focused only on the financial perspective and internal business process perspective.*

*Bank BJB Branch Bogor performance measurement begins with elaboration of vision, mission, and corporate strategy into strategic objectives, critical success factor, and indicators of success. Then do the weighting by the method of Analytical Hierarchy Process (AHP), then performed the measurement of company performance. This results in 21 performance measurement indicators which 11 indicators for financial perspective and 9 indicators for internal business process perspective. This indicator will affect the performance of the company. The magnitude of influence of indicators of a company's success depends on the magnitude of the weight indicator AHP calculations. The final result the performance of Bank BJB Branch Bogor are 3,66719 for the financial perspective with enough criteria and 4,1746 for the internal business process perspective with good criteria.*

**Keywords : Balanced Scorecard, Financial Perspective, Internal Business Process Perspective, Analytical Hierarchy Process (AHP)**