

ABSTRACT

Bank BJB Branch Bogor is a Regional-Owned Enterprises engaged in banking and has function for local Bank development, especially for the city of Bogor. Along with the change of its name from the Bank of West Java and Banten to Bank BJB Bank BJB are required to be able to improve its performance in the face of competition from other companies. Not only required to improve its financial performance, but also non-financial performance. To improve the performance of the company, it requires a performance measurement system which useful as the material in the continuous evaluation of corporate strategy.

Bank BJB branch Bogor is still doing Based on the performance measurements obtained on the company's profit. These measurements can not measure aspects of performance entirely. So that the results obtained less attention to another non-financial aspects. Therefore, this study measured firm performance using the Balanced Scorecard to integrate financial and non financial aspects related to the company. However, the Balanced Scorecard approach which performed only focused on the customer perspective and learning and growth perspective.

Bank BJB Branch Bogor performance measurement begins with the process of elaboration of the vision, mission and strategy into strategic objectives, critical success factors and indicators of success. Then performed by the method of weighting Analytical Hierarchy Process (AHP) and do the company's performance measurement. Bank BJB branch Bogor performance measurement based on the customer perspective and learning and growth Perspective produce 21 indicators / measures of success. Highest weight on the critical success factor on the customer perspective, which is: to increase customer satisfaction by 28.186%. While the highest weighting to critical success factor on the learning and growth perspective, which is: for the performance of employees by 24.738%. Performance measurements of each perspective is done by calculating the value of the performance of each critical success factor. The final performance value result of Bank BJB Bogor branch viewed from a customer perspective and learning and growth perspective are 4.11187 and 4.59380 with the category of good and excellent ratings.

Keywords: Balanced Scorecard, Customer Perspective, Learning and Growth Perspective, Analytical Hierarchy Process (AHP).

