

# **ANALYSIS OF BALANCED SCORECARD IMPLEMENTATION AS A PERFORMANCE MEASUREMENT TOOL AT CONSUMER RISK GROUP PT. BANK MANDIRI (PERSERO), TBK**

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## **ABSTRACT**

*This research was about the implementation of Balanced Scorecard Method at PT. Bank Mandiri (Persero) Tbk. The purpose of this research is to know the implementation and the result of Balanced Scorecard for the management to identify and improve various internal functions and their resulting external outcomes. This research was using descriptive analysis method. The data was analyzed by using quality analysis and quantity analysis. The sample of this research was the implementation of balanced scorecard in 2009.*

*The result of this research will be showing that the implementation of Balanced Scorecard Method was have a great effect for the performance of PT. Bank Mandiri (Persero), Tbk in 2009. It was showed by KPI score in that year was 129,59*

*Key words : performance measurement tool, balanced scorecard, key performance indicator.*