

# **ANALYSIS OF BALANCE SCORECARD AS PERFORMANCE MEASUREMENT ON BANK BUKOPIN**

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## **ABSTRACT**

*Performance measurement focuses only on financial aspect to measure the executive performance is no more accommodating. Performance measurement with this system causes the company to focus only on short-term profit and tends to ignore the long-term continuity of the company's life. Hence a comprehensive performance measurement concept is developed. Balance Scorecard which consists of four perspectives : financial perspective, customers, internal business process, and learning and development.*

*The objective of this research is to look into PT. Bank Bukopin, Tbk performance measurement that analysis Balance Scorecard. To achieve the objective, this research is conducted by using descriptive method to explain the existing empirical proof.*

*The conclusion of Bank Bukopin Balance Scorecard performance measurement is that amongst the four perspective, there are unsatisfactory performance or under-achieve target. Therefore, the company is expected to increase the performance by balancing the performance of financial and non financial aspects in order to achieve its vision and mission.*

*Keyword : Performance measurement, Balance Scorecard.*