

**ANALYSIS OF BALANCED SCORECARD IMPLEMENTATION AS
BENCHMARK OF OPERATIONAL PERFORMANCE (STUDY
CASE REGIONAL OPERATION SUPPORT PT CIMB NIAGA TBK)**

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ABSTACT

This Research aims to know whether the implementation of Balanced Scorecard as performance measures in Operational unit with study case of Regional Operation Support unit of PT CIMB Niaga Tbk are in accordance with the vision and mission.

The results of this research indicated that the implementation of Balanced Scorecard in Regional Operation Support unit of PT CIMB Niaga Tbk has been managed and measured properly and in accordance with the vision and mission.

Key words: implementation, Balanced Scorecard, operational, vision and mission