

**PERSPECTIVE OF PERFORMANCE MEASUREMENT
BASED ON CONCEPT OF BALANCED SCORECARD ON
PT. BANK MUAMALAT INDONESIA, Tbk**

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ABSTRACT

The study is titled "Performance Measurement Perspective Based on the concept of Balanced Scorecard in PT Bank Muamalat Indonesia, Tbk". The purpose of this study was to determine the performance measurement system that is currently applied by the Bank Muamalat Indonesia and to determine whether the proper performance measurement system of Bank Muamalat Indonesia applies the concept of balanced scorecard. This study used a qualitative descriptive method and quantitative descriptive.

Currently, performance measurement of Bank Muamalat apply the traditional concept. From the results showed that the performance of Bank Muamalat said to be good enough to apply the balanced scorecard concept, although from a financial perspective is still fluctuating. To that end, Bank Muamalat possible to apply the concept of balanced scorecard to measure performance of the company.

Keywords: Performance, Balanced Scorecard