

**PERSPECTIVE OF THE APPLICATION  
BALANCED SCORECARD AS A TOOL FOR MANAGEMENT TO  
MEASURE PERFORMANCE OF  
PT BANK PEMBANGUNAN DAERAH JAWA BARAT  
DAN BANTEN, Tbk**

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**ABSTRACT**

The research conducted at PT Bank Pembangunan Daerah Jawa Barat Dan Banten, Tbk (bank **bjb**) aims to determine the extent of application of Balanced Scorecard as a tool of performance measurement in bank **bjb** and to prove the empirical application of the Balanced Scorecard has been applied in accordance with the theory management control systems.

The results of this research, of the four Balanced Scorecard perspectives in the analysis that there are some who have good performance or not able to achieve the set targets. Therefore the company is expected to further improve performance by balancing the performance of financial and non financial aspects in order to realize the mission and vision.

Key words: Performance Measurement, Balanced Scorecard