ABSTRACT

Lian Sulaiman

The purpose of this study was to describe comprehensively the performance of PT Bank Mandiri (Persero) Tbk Bogor Juanda Branch in four perspectives of Balance Scorecard: financial, customer, internal business process, and growth and learning fields. In doing so, this study also observed the important factors to help increasing company’s performance and analyzing its performance by comparing them with performance measured by conventional method used by the company.

The study used primary and secondary data. Primary data was collected using questionnaires for company workers, while secondary data was gathered from the company’s published and unpublished statements and records, result of MRI survey and other printed sources, such as unpublished previous research and studies or text books and literatures. The data was processed using descriptive analysis, range criteria technique, and paired comparison analysis.

From this study it is found that generally the performance of PT Bank Mandiri (Persero) Tbk. Bogor Juanda Branch using Balanced Scorecard criteria is classified as “not so good”. Factors that should be paid more attention are: (1) growth of FBI (2) growth of credit (3) growth of deposits (4) approval of credit card (5) strengthening risk management and good corporate governance (6) work satisfaction.