Abstract
Performance Analysis using Balanced Scorecard Approach on PT. Bank Mega, Tbk

This work considers the importance of performance analysis using Balanced Scorecard Approach. The Balanced Scorecard concepts were used to provide a group of indicators which can be used to evaluate the performance of this company. This performance is analyzed through four perspectives: financial, customer, internal processes and learning and growth. According to the comparison of Bank and Balanced Scorecard, the performance of Bank Mega can be classified as "good". It also showed a comparison between Bank and Balanced Scorecard approach. Finally, the critical points that should be noticed by management are reward system, bottom-up system, services, new product information. Hopefully, all these improvements can make a better impact for the company in the future.