THE IMPLEMENTATION OF THE BALANCED SCORECARD AT BLOK M BRANCH OF BANK MEGA

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Abstract

Objectives The implementation of balanced scorecard can give an effect to the performance of Bank Mega in general. It entails the four perspectives of Balanced Scorecard which are financial, customers, internal business process, and learning and growth perspective. This assessment applies strategy objectives to determine the type of measurement that will be used. In turn, to enhance the evaluation process, it will apply such a target which will be compared with the actual result. Moreover, this thesis also provides the relationship among the four perspectives applying the cause and effect relationship theory, which is shown in figure of a strategy map.

Method The author applied three methods to gather the information regarding the thesis topic. Those methods involve interview and observation as well as gathering data from the literature survey for instance books, internet, magazine and seminar booklet.

Result Based on the research applied, not all the strategic objectives are achieved. The reasons come from the internal and external condition. The internal reasons reflect mostly to the customer, internal business, and learning and growth perspective. For the external reasons, it reflects to the financial perspective.

Conclusion Bank Mega could consider more to implement a balanced scorecard since it could considerably enhance the performance in short term and even long term period. Apparently, Bank Mega has already concerned on its intangible assets including customer, internal business and employee. Therefore, the author intends to find out how far the management of Bank Mega concerns with its customers, internal business condition, and learning and growth process through completing the research.

Key words: Balanced Scorecard, strategy objectives, measurement, target, strategy map
PREFACE

I wish to take this opportunity to express my gratitude to Allah SWT for the blessing given to me in completing this thesis. The thesis: The Implementation of Balanced Scorecard at A Certain Branch of Bank Mega, was written to fulfill the requirements for the completion of undergraduate degree on Accounting major, Scholl of Accounting, Binus International and Bina Nusantara University.

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