



## INTISARI

Penelitian ini menguji efektivitas strategi manajemen Bank BRI terhadap kinerja perusahaan di masa pandemi Covid-19. Pengukuran kinerja pada penelitian ini menggunakan metode *balance scorecard* dengan melihat 4 (empat) perspektif: perspektif keuangan, perspektif pelanggan, perspektif bisnis internal, dan perspektif pertumbuhan dan pembelajaran. Pada perspektif keuangan dianalisis CAR, LDR, ROE, dan ROI dari Bank BRI. Pada perspektif pelanggan diidentifikasi tingkat pertumbuhan dan kepuasan nasabah selama masa pandemi Covid-19. Pada perspektif bisnis internal dilihat inovasi dan efisiensi layanan selama masa pandemi Covid-19. Pada perspektif pertumbuhan dan pembelajaran dilihat bagaimana Bank BRI mengelola SDM yang dimiliki. Berdasarkan perspektif-perspektif tersebut dapat diketahui bahwa Bank BRI efektif dalam melakukan strategi manajemen di masa pandemi Covid-19.

**Kata kunci:** Bank BRI, strategi manajemen, kinerja perusahaan.



## ABSTRACT

*This study examines the effectiveness of BRI's management strategy on the company's performance during Covid-19. Performance measurement in this study uses the balanced scorecard method by looking at 4 (four) perspectives: financial perspective, customer perspective, internal business perspective, and growth and learning perspective. From a financial perspective, the company's CAR, LDR, ROE, and ROI of BRI are analyzed. From the customer perspective, the level of growth and customer satisfaction is identified during the Covid-19. From an internal business perspective, innovation and service efficiency are seen during Covid-19. From growth and learning perspective, we see how Bank BRI manages its human resources. Based on these perspectives, it can be seen that Bank BRI is effective in carrying out management strategies during Covid-19.*

**Keywords:** *BRI Bank, management strategy, company performance*