

INTISARI

Sebagai perusahaan yang bergerak di bidang industri jasa keuangan, PT Bank OCBC NISP cabang OCBC NISP Tower perlu mengevaluasi pengukuran kinerja yang diterapkan selama ini. Penelitian ini bertujuan untuk mengevaluasi pengembangan *Balanced Scorecard* sebagai alat pengukuran kinerja PT Bank OCBC NISP Cabang OCBC NISP Tower telah sesuai dengan konsep *Balanced Scorecard* yang dikembangkan oleh *Kaplan* dan *Norton*. Penelitian ini juga memberikan rekomendasi penyempurnaan terhadap hal-hal yang harus ditambahkan dalam rangka penyempurnaan *Balanced Scorecard* jika diterapkan oleh PT Bank OCBC NISP cabang OCBC NISP Tower.

Batasan penelitian ini adalah membandingkan pengembangan dan penerapan *Balanced Scorecard* pada PT. Bank OCBC NISP cabang OCBC NISP Tower dengan konsep BSC: 1. Melakukan evaluasi pengembangan *Balanced Scorecard* sebagai alat ukuran kinerja pada PT.Bank OCBC NISP cabang OCBC NISP Tower dengan konsep *balanced scorecard*. 2. Melakukan evaluasi penerapan *Balanced Scorecard* sebagai alat pengukuran kinerja PT. Bank OCBC NISP dengan konsep *Balanced Scorecard*. Selanjutnya membandingkan pengembangan dan penerapan *Balanced Scorecard* pada PT Bank OCBC NISP cabang OCBC NISP Tower dengan konsep BSC dilihat dari 4 perspektif yaitu perspektif keuangan, perspektif pelanggan, perspektif proses bisnis internal dan perspektif pembelajaran dan pertumbuhan.

Hasil penelitian menunjukkan bahwa perlu dilakukan penyempurnaan pengembangan *Balanced Scorecard* pada PT. Bank OCBC NISP cabang OCBC NISP Tower sesuai dengan konsep *Balanced Scorecard*.

Kata kunci: *Balanced Scorecard, Profit per employee, Revenue from new product, Customer retention, Customer profitability, IT Capacity, research & development expense, New product introduced, Internal rate of return on new project, Average cost per transaction, Customer database availability, Product & service in the pipeline, Training hours, Strengthen HR Competencies, Personal goal achievement, Employee productivity*

ABSTRACT

As a company engaged in the financial services industry , PT Bank OCBC NISP branch of OCBC NISP Tower needs to evaluate the performance measurement applied so far. This study aims to evaluate the development of *Balanced Scorecard* as a means of measuring the performance of PT Bank OCBC NISP Branch of OCBC NISP Tower has been in accordance with the concept of *Balanced Scorecard* developed by *Kaplan* and *Norton*. This study also provides recommendations for improvements to the things that must be added in order to improve the *Balanced Scorecard* if implemented by PT Bank OCBC NISP branch OCBC NISP Tower.

The scope of this research is to compare the development and application of *Balanced Scorecard* at PT. Bank OCBC NISP branch OCBC NISP Tower with BSC concept: 1. Evaluate the development of *Balanced Scorecard* as a tool of performance measure at PT. Bank OCBC NISP branch of OCBC NISP Tower with *balanced scorecard* concept. 2. Evaluate the application of *Balanced Scorecard* as a performance measurement tool of PT. Bank OCBC NISP with *Balanced Scorecard* concept. Furthermore, comparing the development and application of *Balanced Scorecard* to PT Bank OCBC NISP OCBC NISP Tower branch with BSC concept viewed from 4 perspectives that is financial perspective, customer perspective, internal business process perspective and learning and growth perspective.

The result of the research shows that it is necessary to improve the development of *Balanced Scorecard* at PT. Bank OCBC NISP branch of OCBC NISP Tower in accordance with *Balanced Scorecard* concept.

Keywords: *Balanced Scorecard, Profit per employee, Revenue from new product, Customer retention, Customer profitability, IT Capacity, research & development expense, New product introduced, Internal rate of return on new project, Average cost per transaction, Customer database availability, Product & service in the pipeline, Training hours, Strengthen HR Competencies, Personal goal achievement, Employee productivity*