

ABSTRACT

Bank BTN Solo Branch is the first bank that focuses its activities on providing housing loans. As the development time of a government policy to the 20 banks in the State to provide mortgages, so there is competition among banks to be able to provide the best service to the community. To provide the best service BTN Bank should continue to improve company performance both financial and nonfinancial aspects, so that the necessary performance measurement system that is useful as an evaluation of the strategy adopted

Over the past Bank BTN Solo Branch has been measured their performance based on financial aspect, balanced sheet, income statement, and number of customer. This measurement was nit completely assess the existing aspects of company so that this kind of measurement results in lack of integration measurement. Therefore, this study will measure the firm performance using the Balanced Scorecard method that can integrate all aspects related to the company. This method measures the performance of companies based on four perspectives: financial, customer, internal business processes and learning and growth.

Performance measurement of Bank BTN Solo Branch is began by breaking down vision, mission and strategy into the company's strategic objectives, critical success factors, and indicators of success. The next process is weight accounting by using Analytical Hierarchy Process (AHP), then do the measurement of company performance. This performance measurement results in 22 indicators of success that influence the success of the company's performance. How far each indicator of success can give affect to company's performance is depend on its weight in AHP calculation. The whole performance measurement is done by counting the score of each perspective. The final result of Bank BTN Solo Branch overall performance is 2.5791 with a less good rating category.

Keyword : Performance Measurement, Balanced Scorecard, Analytical Hierarchy Process (AHP)