

ABSTRACT

Knowledge management is a systematic measures to manage the knowledge within the company so that knowledge can create competitive advantage for companies. One of company that implemented knowledge management is PT. Bank Mandiri (Persero), Tbk. Application of knowledge management at PT. Bank Mandiri (Persero), Tbk. certainly needs to be measured to determine the performance of existing knowledge management. Evaluation of knowledge management can measured with customer capital perspective.

In this study, knowledge management performance was evaluated using knowledge management balanced scorecard based on customer capital perspective. Process of knowledge management performance measurement begins with the elaboration of vision, mission and strategy of knowledge management into the strategic objectives, the key success factors, and success indicators of each dimension of customer capital perspective. Dimension that took in this paper consist of better customer handling, customer loyalty and satisfaction, creation of more value to customers, Enhance product or service quality, market orientation and market share. The systematic step to do this paper begin with weighting by using the method of Analytical Hierarchy Process (AHP). Knowledge management performance measurement of PT. Bank Mandiri (Persero), Tbk. Based on the weighting with AHP method, the dimensions of customer capital that has the highest weight is better customer handling (21.49%), then creation of more value to customers (19.09%), then customer loyalty and satisfaction (18.80%), then Enhance product or service quality (17.6%), then market orientation (12.33%) and the last market share (10.73%). Knowledge management performance in general based on customer capital perspective is 4.5145 with categorize very good.

Reccomendation that can given to PT. Bank Mandiri (Persero), Tbk. is to indicators that have high weight but low performance score and indicators that have high weight and high performance score.

Key words: Knowledge Management, Customer Capital, AHP, Knowledge Management Balanced Scorecard