

**PERFORMANCE MEASUREMENT USING THE
BALANCED SCORECARD METHOD
(Case Study At Bank Rakyat Indonesia Tbk Bengkalis
Branch Office)**

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ABSTRACT

This study aims to analyze the performance of Bank Rakyat Indonesia Tbk Bengkalis Branch Office using the Balanced Scorecard method, which covers financial, customer, internal business processes, and learning and growth perspectives. The research data consists of secondary data in the form of financial reports for the 2022–2024 period and primary data obtained through questionnaires distributed to customers and employees. Data analysis was carried out using the Balanced Scorecard approach by assigning weights and scores to each perspective. The financial perspective was analyzed using the CAMEL approach based on the CAR, NPL, NPM, NIM, and CR ratios. Meanwhile, the customer, internal business processes, and learning and growth perspectives were analyzed using questionnaires that had been tested for validity and reliability, then their performance scores were calculated in percentage form and presented in a Balanced Scorecard to determine the performance category. The results showed that the total performance score of Bank Rakyat Indonesia Tbk Branch Office Bengkalis was 86.66% with a very good category.

Keywords: *Performance Measurement, Balanced Scorecard, CAMEL.*