ABSTRACT

CHARACTERISTICS OF THE EFFECT OF ACCOUNTING INFORMATION SYSTEMS MANAGEMENT (SIAM) THE PERFORMANCE MANAGER MARKET COMPETITION WITH INTENSITY AS MODERATING VARIABLE

(Empirical Study On Banking in Bandar Lampung City & Metro City)

By

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This study aims to analyze empirically Effect Characteristics of Accounting Information Systems Management (SIAM) on the performance of the manager and the intensity of market competition as a moderating variable.

The data used in this research is primary data obtained from the questionnaire deployment as much as 56 respondents, the sampling technique are judgment the technique sampling of this analyze are judgment sampling and purposive sampling. The hypothesis in this study was tested by means of multiple linear regression analysis using smat partial least square (PLS Smat)

The results showed that simultaneous variable characteristics of broad scope SIAM, SIAM integration characteristics and intensity of market competition and the significant of positive effect on the performance of managers.

Keywords: Broads scope, Aggregation, Integration, Timeliness, Performance Manager, Market Competition Intensity.