

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**Andri Astuti*

This study aims to analyze empirically Effect Characteristics of Accounting Information Systems Manageman (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 jugdgment 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.