

ABSTRACT

PRAVITASARI, Pengaruh Penyelarasan Strategik terhadap Kinerja Organisasi pada Perusahaan Manufaktur di Palembang

This study aims to examine the effect of strategic alignment on organizational performance. The population in this study is a manufacturing company in Palembang. This study sample was middle-level leaders and managers, particularly firms in the Palembang by purposive sampling technique. Samples are selected using nonprobability sampling method with convenience sampling technique. The data is returned and can be processed a total of 32 questionnaires. Independent variables, namely the alignment of strategic and organizational performance is the dependent variable is measured from the questionnaire are presented, the data analysis technique in this study consisted of testing the quality of data (test validity and reliability), and hypothesis testing. Hypothesis testing using the variable calculation simple meregresi between independent variables and the dependent variable. The results of this study concluded that the strategic alignment does not have an influence on organizational performance.

Keywords: *strategic alignment and organizational performance.*