

ABSTRACT

Lyenatah, Effect of diversification strategy on the performance of firms with managerial ownership (under the guidance of Mr. Dedi Haryanto MY, SE, M.Si).

This study aims to prove empirically the impact of diversification strategy on the performance of firms with managerial ownership as a moderating variable on the manufacturing companies listed on the Stock Exchange. The sample used is a manufacturing company listed on the Stock Exchange from 2008-2010 that meet the criteria. The sampling technique was purposive sampling technique with a number of samples obtained as many as 21 companies. Hypothesis testing using analysis of MRA (moderated regression analysis). The test results show, the first hypothesis is rejected and showed no effect on diversification strategy and firm performance of the second hypothesis was also rejected the claim of managerial ownership is not able to moderate the relationship between diversification strategy with corporate performance.

Keywords: diversification, firm performance, managerial ownership