

## ABSTRACT

**Susi Susanti, SAM Characteristics Influence Of Mnagerial Performance With Business Strategy For Variable Moderation, (under the guidance of Mr. John Andry Putranto, SE., M.Sc., Ak**

This study aimed to investigate the influence of SAM on Managerial Performance Characteristics to Business Strategy as a variable moderation. Data were collected by questionnaires to managers deploy each division at every hotel in Palembang. The final amount that can be used as the object of research there were 45 respondents. This research used SPSS (*Statistical Package for The Social Science*) version 16.0. The analysis begins with the validity and reliability and the classical assumptions. For testing *corrected item total correlation*, then followed by testing the hypothesis using MRA (*moderated regression analysis*). The recent results obtained turned out to H1 rejected.

**Keywords : SAM Characteristics, Managerial Performance and Business Strategy**