

## ABSTRACT

**MARISKA ARYANTI**, influence managerial strategies on the relationship between the use of budgetary and managerial performance ( under the guidance of Mrs. Mutiara Maimunah, S.E.,M.Si.,Ak.,C.A.)

This study aims to determine the effect of managerial strategies on the relationship between the use of budgetary and managerial performance. The sample in this study was the manager at the bank in Palembang. Sampling was done by purposive sampling technique, with the criteria that the bank manager has a minimum term of 3 years for work unit, and has a superior and subordinate who activities that will help. The data was collected by distributing questionnaires to 18 banks in Palembang city. Data collection was conducted from 5 March 2013 to 1 April 2013.

Analysis begins with testing the validity and reliability by using the pearson product moment method. Further testing classical assumptions. Results of hypothesis testing with moderasian regression analysis showing that the first hypothesis (H1) which states that the use of the budget in a positive and significant effect on managerial performance and while the second hypothesis (H2) which states that there is no positive and significant effect between managerial strategy as moderating variabel in the relationship between the use of budgetary and managerial performance.

**Keywords : Managerial Strategies, Use of Budget, Performance Managerial**