

ABSTRACT

A phenomenon that will be analyzed in this research is PT PLN (Persero) Distribution Central Java as the only company that is a provider of electricity in the region of Central Java and Yogyakarta decreased performance. So that the formulation of the problem in this study is what factors will affect the company's strategy to improve the company's performance. Factors thought to affect the company's business strategy and performance of the company is a good corporate governance and government regulation in view of PT PLN (Persero) Distribution Central Java is a state-owned company. The purpose of this study was to analyze the influence of corporate governance and government policies effects on the strategy and performance of PT PLN (Persero) Distribution Central Java.

The number of respondents used in this study as many as 76 managers all over PLN rayon offices in Central Java. The sampling technique in this research is census sampling method. Data collection method is by using a questionnaire. Data analysis method used is path analysis with Sobel test.

Based on research, corporate governance positively affects the implementation of the strategy, government policy has a positive influence on the implementation of the strategy, corporate governance has a positive effect on the performance of districts, government policies effects have a positive effect on the performance of districts and implementation strategies have a positive effect on the performance of districts. Based on test Sobel, strategy implementation is able to mediate the effect of corporate governance and government policies effects on the performance of districts. Based on the path analysis showed that the most influential lines in total on the performance of districts is the path to the performance of SOE corporate governance through the implementation of the strategy.

Keywords: corporate governance, government policies effects, implementation strategies, the performance of districts