

ABSTRACT

The objective of this research are to test whether : first, there were any influence of the vision and mission, external environment and organization culture of focus strategy. Second, to test the influence of focus strategy to Swamitra supervisor performance. Third, to know the most dominant variable to strategy focus.

Populations of this research are employees of Bank Bukopin to perform Swamitra supervisor function at all Indonesian Bank Bukopin branch office. Total of populations of this research are 105 Swamitra supervisor, taken all as respondent of research. Data collection uses questionnaire and data measurement uses 7 Likert scale (1-extremely disagree – until 7-extremely agree). Data is analyzed using SEM under AMOS 16.0.

Computation result to examine proposed model shows accepted. SEM analysis result show that all hypotheses are accepted. Best value Std. Est. Standardized Regression Weight at influence of vision and mission to focus strategy. Vision and mission is the dominant factor to focus strategy. This research has implication, both of theoretical or managerial. In the theoretical level, this study support preceding researches that says focus strategy have positive influence to performance. In the managerial level, this study give contribution to decision maker to more give attention vision and mission if want to increasing Swamitra focus strategy level.

Key word : vision and mission, external environment, organization culture, focus strategy.