

# **MODEL PENGEMBANGAN EVALUASI STRATEGI**

**Oleh : Widodo**

**Fakultas Ekonomi Unissula Semarang**

## **Abstract**

*This study based on reserach gap strategy evaluation, namely experience and procedure knowledge. Contribution in this study is intervening variable output control, process control The respondents for this research were the 120 executives (from a total of 526 executives) of rurol banking in Central Java Province. The data were then analyzed using SEM (Structural Equation Model) of AMOS Finding result of this study indicates that strategy evaluation in the effort increasing organization performance of main preference is trougt ouput control built trougt process control*

*Keyword : Experience, Procedure Knowledge, Output Control, Process control, Organization Performance*