



SUMMARY

FEBRINA AULIA PRASASTI. The Impact of Performance Appraisal on Performance of Marketing Employee PT. Bank XYZ KCU Bekasi. Supervised by M PARULIAN HUTAGAOL and M JOKO AFFANDI.

The development of banking business in the country requires all stakeholders to work hard showing the best performance with all available resources. Performance of human resources become important as the thing that should be managed properly by the company on the purpose to their survival and development, because services as main product offered in the banking industries. The performance appraisal that owned by the company with reward as motivating factors should used as a tool that can push employee performance.

Aim of this study is to analyze employee perception regarding the funding marketing performance appraisal, analyze employee perception regarding motivating factor to funding marketing, analyze the influence of performance appraisal on employee performance and formulate company strategies to manage performance appraisal in order to improve the performance of marketing funding employee Bank XYZ main branch Bekasi. This study uses census for 64 respondents. Assessment employee's perception of performance appraisal and motivating factor using a semantic differential questionnaire. Testing the impact of performance appraisal on performance using partial least square (PLS).

The result show that most of respondents consider that sales indicator has big impact on their work motivation. Sales indicator was chosen dominantly because the existence of company regulations regarding the provided incentives for each product component in the sales indicators. However, testing employee perception about motivating factor showed that the company should evaluate the expected amount of the incentives. Employee expects for bigger amount of incentives that they could receive. Results of processing data to test the relationship between the variable of this study using partial least square (PLS), refer to the value of t-statistic is concluded that there is an impact of performance appraisal on employee performance through motivating factor. In this study score of the original sample of the performance appraisal to motivating factor is 0.78 and motivating factor to performance is to 0.44. This means that the performance appraisal was influenced motivating factor 78% and motivating factor was influenced work performance 44%. But performance appraisal has no influenced to work performance directly. Based on this we concluded that the performance appraisal will have an impact to employee performance if the motivating factors exist.

This study recommends the performance appraisal strategy management by organizational and individual approach. Organizationally the company should evaluate the regulation which set the amount of the incentives for sales result and regularly review the employee performance to receive promotional consideration. Individual approach to employees involving the leaders and HRM so they can screening competences of employees better.

Key words: motivating factor, performance, performance appraisal

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