

ABSTRAK

Penelitian ini bertujuan untuk menganalisis Pengaruh *Talent Management* dan *Knowledge Management* Terhadap Reputasi Perusahaan Dengan Kinerja Karyawan Sebagai Variabel Intervening. Populasi dalam penelitian ini adalah 120 karyawan PT TASPEN (Persero). Sampel yang dipergunakan adalah sebanyak 92 karyawan, dihitung berdasarkan rumus slovin. Metode penarikan sampel menggunakan *probability sampling; simple random sampling*. Metode pengumpulan data menggunakan metode survey, dengan instrumen penelitian adalah kuesioner. Metode analisis data menggunakan *Partial Least Square*. Secara pengaruh langsung, penelitian ini membuktikan bahwa *talent management* berpengaruh positif dan signifikan terhadap kinerja karyawan, *knowledge management* berpengaruh positif dan signifikan terhadap kinerja karyawan, *talent management* berpengaruh positif dan signifikan terhadap reputasi perusahaan, *knowledge management* berpengaruh positif dan signifikan terhadap reputasi perusahaan, kinerja karyawan berpengaruh positif dan signifikan terhadap reputasi perusahaan. Dan secara pengaruh tidak langsung, penelitian ini membuktikan bahwa *talent management* berpengaruh positif dan signifikan terhadap reputasi perusahaan, *knowledge management* berpengaruh positif dan signifikan terhadap reputasi perusahaan serta membuktikan bahwa kinerja karyawan sebagai variabel intervening yang tidak berperan penuh atau *partial mediation*.

Kata Kunci: *Talent Management*, *Knowledge Management*, Kinerja Karyawan, Reputasi Perusahaan.

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ABSTRACT

This study aims to analyze the Effect of Talent Management and Knowledge Management on Company Reputation with Employee Performance as an Intervening Variable. The population in this study were 120 employees of PT TASPEN (Persero). The sample used was 92 employees, calculated based on the Slovin formula. The sampling method uses a probability test; simple random sampling. Data collection methods using survey methods, with the research instrument is a questionnaire. Data analysis method uses Partial Least Square. With direct effect, this study proves that talent management has a positive and significant effect on employee performance, knowledge management has a positive and significant effect on employee performance, talent management has a positive and significant effect on company reputation, knowledge management has a positive and significant effect on company reputation, employee performance positive and significant effect on the company's reputation. And with indirect effect, this research proves that talent management has a positive and significant effect on company reputation, knowledge management has a positive and significant effect on company reputation and proves that employee performance is an intervening variable that does not have a full impact or partial mediation.

Keywords: Talent Management, Knowledge Management, Employee Performance, Company Reputation.