

# **PENGARUH *STRATEGY MANAGEMENT* DAN *PEOPLE MANAGEMENT* TERHADAP KINERJA KARYAWAN PADA PT. MULTIKON**

## **ABSTRAKSI**

Penelitian menganalisa pengaruh *strategy management* dan *people management* terhadap kinerja karyawan pada PT. Multikon. Data diperoleh dengan menyebarkan kuesioner kepada sampel penelitian, yaitu karyawan pada perusahaan. Jumlah sampel yang diteliti menggunakan rumus slovin dan diambil secara *convenience sampling*. Metode analisis data adalah regresi linier berganda dan diolah dengan program SPSS.

Hasil analisis menunjukkan bahwa *strategy management* berpengaruh negatif dan signifikan terhadap kinerja karyawan sedangkan *people management* berpengaruh positif dan signifikan terhadap kinerja karyawan. Pada uji menyeluruh (uji F) menunjukkan bahwa *strategy management* dan *people management* bersama-sama berpengaruh signifikan terhadap kinerja karyawan para PT.Multikon.

Kata Kunci: *Strategy Management*, *People Management*, Kinerja Karyawan



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### **ABSTRACT**

*This study discusses the influence of strategy management on employee performance and people management at PT. Multikon. Data obtained by distributing questionnaires to a sample of research, namely the employees in the company. The study sample using techniques Slovin formula and taken as a convenience sampling. Method of data analysis is multiple linear regression and processed with SPSS program.*

*The analysis showed that effect negative and significant of strategy management on employee performance, people management whereas a effect positif and significant on employee performnce. In the overall tes (F test) showed that strategy management and people management jointly significant effect on the performance of employees at PT. Multikon.*

*Keywords: Strategy Management, People Management, Employee Performance*

