ABSTRACT

THE EFFECT OF SELECTION, COMPENSATION AND JOB PROMOTION ON THE PERFORMANCE OF THE MARKETING EMPLOYEES
(A STUDY OF PT. HM. SAMPOERNA TBK, SURAKARTA BRANCH)

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This study analyzes the effect of selection, compensation and promotion of the marketing employees in PT. HM. Sampoerna Tbk, Surakarta branch. Employees were 55 people and has been taken as a whole. The analysis technique used multiple linear regression test, classical assumptions test and hypothesis test. Analyzed data derived from questionnaires and direct interviews of the employees and their marketing manager. The results from the research that based on the statistical test, conclude that the selection variables exerts significant effect on employee performance. On the other hand, compensation doesn’t significantly affected and promotion, also, didn’t have a significant influence on employees performance. In this study there is a 0.261(zero point two hundred sixty one) from adjusted value of $R^2$, which it means that 2.61% (two point sixty one percent) of the three variables in this study can be supported by several other factors including the person's thought process and conditions, job satisfaction, and even a person's level of discipline.

Key Word : Selection, Compensation, Job Promotion, To PT. HM. Sampoerna Surakarta, Performance.