ABSTRACT

THE INFLUENCE OF RELIANCE ON MULTIPLE PERFORMANCES MEASURES (RMPM) TO EMPLOYEE PRODUCTIVITY ASSESSMENT, AND EMPLOYEE LOYALTY ROLE AS MEDIATOR FACTORS

By:

MARTHALIA PUTRI

The aim of this study is to investigate the extent to which RMPM enables to leverage employee productivity. I assume that this relationships exist when employee has higher level of loyalty. In order to generate the aim of this study, I conduct a survey study of Nurse’s and Doctor in several hospital in Bandar Lampung.

According to survey study, I collect 82 responden. With usable data 76 nursings and Doctors. We using SPSS 19.0 software. I found that RMPM has a positive effect on employee productivity through employee loyalty rather than a direct effect. This study contributes on the enrichment of management accounting how RMPM effect on employee behaviour interm of the improvement of employee loyalty and productivity.

The results showed that the RMPM employee’s performance measurement was able to explain the positive correlation between construct and variables of employee’s loyalty and employee’s productivity. The data analysis results showed that the direct effect between RMPM to employee’s productivity was lesser than indirect effect to employee’s loyalty as mediator factors with significant level of 5%.

Keywords : Reliance On Multiple Performances Measures, Employee Loyality, Employee Productivity