

**ANALISIS PENGARUH IMPLEMENTASI *TALENT MANAGEMENT*
TERHADAP KINERJA KARYAWAN KANTOR PUSAT
PT. POS INDONESIA DI BANDUNG**

SKRIPSI

Diajukan Sebagai Salah Satu Syarat Untuk Memenuhi Ujian Sidang Sarjana
Pendidikan Program Studi Pendidikan Bisnis



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LEMBAR PENGESAHAN
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PERNYATAAN KEASLIAN SKRIPSI

Dengan ini Saya menyatakan bahwa skripsi dengan judul “**Analisis Pengaruh *Talent Management* Terhadap Kinerja Karyawan Kantor Pusat PT.Pos Indonesia di Bandung**”, beserta seluruh isi di dalamnya adalah benar-benar karya Saya sendiri, dan Saya tidak melakukan pengutipan atau penjiplakan (plagiarisme) dengan cara-cara yang tidak sesuai etika keilmuan yang berlaku dalam bidang keilmuan ilmiah di masyarakat.

Atas pernyataan ini, Saya siap menanggung risiko/sanksi yang dijatuhkan kepada saya apabila dikemudian hari adanya pelanggaran etika keilmuan dalam karya Saya ini atau ada klaim dari pihak lain terhadap keaslian karya yang saya buat.

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ABSTRAK

Dya Shifa (1503438) “**Analisis Pengaruh Talent Management Terhadap Kinerja Karyawan Kantor Pusat PT.Pos Indonesia di Bandung**” bimbingan Prof. Dr. H. Syamsul Hadi Senen, MM dan Yusuf Murtdlo S.Si, M.Stat

Kinerja karyawan masih menjadi masalah utama pada berbagai perusahaan, di mana hal ini menjadi penting karena dengan kinerja karyawan yang akan mempengaruhi seberapa banyak mereka memberi kontribusi kepada organisasi. Rendahnya kinerja karyawan terjadi pada berbagai industri, termasuk BUMN. Hal ini juga terjadi pada kantor pusat PT.Pos Indonesia di Bandung. Di mana tingkat kinerja karyawan mengalami penurunan setiap tahunnya, sehingga kinerja karyawan yang dihasilkan terutama di tahun 2015-2018 tidak mencapai target yang telah ditetapkan oleh perusahaan.

Penelitian ini bertujuan untuk memperoleh (1) gambaran implementasi *talent management*, (2) tingkat kinerja karyawan, (3) pengaruh *talent management* terhadap kinerja karyawan.

Penelitian ini menggunakan metode kuantitatif. Adapun sampel yang digunakan yaitu sample jenuh yang berjumlah 184 orang. Data diperoleh dengan menggunakan instrumen kuisioner. Teknik analisis data yang digunakan adalah regresi linear sederhana dengan alat bantu *software* komputer *Statistical Product for Service Solutions (SPSS) 24.0 for windows*. Hasil penelitian ini menunjukkan bahwa (1) gambaran implementasi *talent management* dalam kategori sangat efektif (2) tingkat kinerja karyawan pada kategori tinggi, dan kinerja karyawan dipengaruhi secara “kuat” oleh *talent management* sebesar 73,3%. Sehingga *talent management* perlu diperhatikan dalam menunjang peningkatan kinerja karyawan. Implikasi dari penelitian ini adalah pelaksanaan implementasi *talent management* dapat mempengaruhi kinerja yang berdampak pada ketercapaian tujuan organisasi, efektifitas pelaksanaan pelatihan dan pengembangan, program kompensasi serta produktivitas.

Kata kunci : *Talent Management, Kinerja Karyawan, PT. Pos Indonesia*

ABSTRACT

Dya Shifa (1503438) “The Analysis Influence of Talent Management on the Employees Performance of Head Office PT.Pos Indonesia, Bandung” Under the guidance of Prof. Dr. H. Syamsul Hadi Senen, MM dan Yusuf Murtadlo S.Si, M.Stat

Employee performance is still a major problem in various companies, where this is important because the performance of employees will affect how much they contribute to the organization. The low performance of employees occurred in various industries, including the courier and postal service industry. This also happened at PT.Pos Indonesia's head office in Bandung. Where the level of employee performance has decreased every year, so that employee performance generated especially in 2015-2018 did not reach the targets set by the company.

This study aims to obtain (1) an overview of the implementation of talent management, (2) level of employee performance, (3) the effect of talent management on employee performance.

This research uses quantitative methods. The sample used is saturated sample, amounting to 184 people. Data obtained from questionnaire instruments. The data analysis technique used is simple linear regression with statistical software for service solutions (SPSS) 24.0 for Windows. The results of this study indicate that (1) the description of the implementation of talent management in the very effective category, (2) the level of employee performance in the high category, and employee performance is influenced by strong talent management by 73.3%. So that talent management needs to be considered in supporting employee performance improvement. The implication of this research is the implementation of talent management can affect performance that impact on the achievement of organizational goals, the effectiveness of the implementation of training and development, compensation programs and productivity.

Keywords: Talent Management, Employee Performance, PT. Pos Indonesia

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