

ABSTRACT

THE INFLUENCE OF TALENT MANAGEMENT, JOB LOYALTY, AND WORK DISCIPLINE ON EMPLOYEE PERFORMANCE ON CV DANGER ADVERTISING

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The aim of this research is to determine and analyze Talent Management, work loyalty, work discipline and employee performance at CV Danger Advertising and the influence of Talent Management, work loyalty and work discipline on employee performance at CV Danger Advertising. The research method used uses survey research methods. The research sample (N) taken was 49 employees at CV Danger Advertising. The data analysis tool used is PLS-SEM through inner model and outer modal analysis. The research results show that Talent Management has a very good classification, work loyalty has a very good classification, work discipline has a very good classification and employee performance at CV Danger Advertising has a very good classification. Talent Management, work loyalty and work discipline have a positive influence in improving employee performance at CV Danger Advertising

Keywords: *Talent Management, Work Loyalty, Employee Performance*