

ABSTRACT

THE EFFECT OF COMPETENCY AND JOB INVOLVEMENT ON EMPLOYEE PERFORMANCE

*(A Research to Employee of Permanent Salesperson in the Supermarket
Department at Asia Toserba Tasikmalaya)*

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The aim of this research is to determine and analyze the competence, job involvement and performance of employees as well as the effect of competence and job involvement on employee performance in permanent salesperson in the supermarket section at Asia Toserba Tasikmalaya. The research method used was a survey method, while sampling was carried out using the census method. Primary data was obtained directly by distributing questionnaires to 64 respondents, namely permanent salesperson in the supermarket section at Asia Toserba Tasikmalaya, while secondary data was obtained from a literature review and the company. Data were analyzed using path analysis. The research results show that competence is in the good classification, job involvement is in the good classification, and employee performance is in the good classification. Based on the research results, competency and job involvement have a significant effect on employee performance both partially and simultaneously.

Keywords: Competency, Job Involvement, Employee Performance