

## ABSTRACT

**Ledia Nevitasari. 2023.** *The Influence of Job Promotion and Job Satisfaction on Employees' Performance at PT. Permata Finance Baturaja Branch.* This research was under the guidance of Darman Syafe'i, S.E., M.Si., and Ibu Hasiatul Aini, S.E, M.Si.

*This research discussed the influence of job promotion and job satisfaction on employees' performance at PT. Permata Finance Baturaja Branch. The data collection technique used in this research was through the distribution of questionnaires. The total population was 34 people. The data analysis technique used was Multiple Linear Regression. Based on partial analysis results, there was an influence of job promotion on employees' performance at PT. Permata Finance Baturaja Branch with a t-count value of 4,662. Job satisfaction variable had an influence on employees' performance at PT. Permata Finance Baturaja Branch with a t-count value of 4,435. Simultaneously, it was found that there was an influence of job promotion and job satisfaction on employees' performance at PT. Permata Finance Baturaja Branch with an F-count value of 37,942 Dominance coefficient (R<sup>2</sup>) obtained was 0.710. This showed that the contribution of the influence of job promotion and job satisfaction on employees' performance was 71.0% while the rest 29.0% was influenced by other variables outside of this research such as ability and skill, knowledge, work design, and personality (Kasmir 2017:189).*

**Keywords:** *Job Promotion, Job Satisfaction, Employees' Performance.*

## ABSTRAK

**Ledia Nevitasari. 2023.** Pengaruh Promosi Jabatan dan Kepuasan Kerja Terhadap Kinerja Karyawan Pada PT. Permata *Finance* Cabang Baturaja Skripsi Dibimbing oleh Darman Syafe'i, S.E., M.Si. Selaku Pembimbing I, dan Ibu Hasiatul Aini, S.E, M.Si. Selaku Pembimbing II.

Penelitian ini membahas tentang Promosi Jabatan dan Kepuasan Kerja Terhadap Kinerja Karyawan Pada PT. Permata *Finance* Cabang Baturaja. Teknik pengumpulan data yang digunakan dalam penelitian ini melalui penyebaran kuesioner Jumlah populasi sebanyak 34 orang. Teknik analisis data yang digunakan adalah Regresi Linear Berganda. Berdasarkan hasil analisis secara parsial ada pengaruh Promosi Jabatan terhadap kinerja karyawan PT Permata *Finance* Cabang Baturaja dengan nilai t hitung sebesar 4,662, Variabel Kepuasan Kerja ada pengaruh terhadap Kinerja karyawan PT. Permata Finance Cabang Baturaja dengan nilai t hitung sebesar 4,435. Secara simultan didapatkan ada pengaruh promosi jabatan dan Kepuasan Kerja terhadap kinerja karyawan PT. Permata Finance Cabang Baturaja dengan nilai F hitung sebesar 37,942 Koefisien determinasi ( $R^2$ ) yang diperoleh sebesar 0,710. Hal ini menunjukkan berarti sumbangan pengaruh promosi jabatan dan Kepuasan Kerja terhadap kinerja karyawan sebesar 71,0% sedangkan sisanya 29,0% dipengaruhi oleh variabel lain diluar penelitian ini yaitu kemampuan dan keahlian, pengetahuan, rancangan kerja, kepribadian, ( Kasmir 2017:189).

**Kata Kunci : Promosi Jabatan, Kepuasan Kerja, Kinerja Karyawan.**