

ABSTRACT

Ryan Erlandho Eka Sapura (2022). *The Influence of career development and promotion on employees' performance at PT. Multi Media Selular Baturaja.. Under the guidance of Novegya Ratih P., S.E., M.Si and, Dahlia, S.E., M.Si. This study aimed to determine the influence of career development and promotion on employees' performance at PT. Multi Media Selular Baturaja..*

The data analysis technique used was Multiple Linear Regression, with a population of 44 respondents. Based on the results of the partial analysis of career development variables had a significant influence on employees' performance at PT. Multi Media Selular Baturaja. Job promotion variables had a significant influence on employees' performance at PT. Multi Media Selular Baturaja. Simultaneously, it was found that there was an influence of career development and promotion on employees' performance at PT. Multi Media Selular Baturaja. The coefficient of determination (R²) obtained was 0.632. This showed that the contribution of career development and promotion to employees' performance was 63.2% while the remaining 36.8% was influenced by other variables not mentioned in this study such as leadership, organizational culture, compensation, commitment and competence.

Keywords: *Career Development, Promotion, Employees' Performance.*

ABSTRAK

Ryan Erlandho Eka Sapura (2022). Pengaruh pengembangan karir dan promosi jabatan terhadap kinerja karyawan pada PT. Multi Media Selular Baturaja. Dibimbing oleh Ibu Novegya Ratih P., S.E.,M.Si selaku pembimbing I dan, ibu Dahlia, S.E.,M.Si selaku pembimbing II. Penelitian ini bertujuan untuk mengetahui pengaruh pengembangan karir dan promosi jabatan terhadap kinerja karyawan pada PT. Multi Media Selular Baturaja.

Teknik analisis data yang digunakan adalah Regresi Linier Berganda, dengan populasi 44 responden. Berdasarkan hasil analisis secara parsial variable pengembangan karir berpengaruh signifikan terhadap kinerja karyawan pada PT. Multi Media Selular Baturaja. Variabel promosi jabatan berpengaruh signifikan terhadap kinerja karyawan pada PT. Multi Media Selular Baturaja. Secara simultan didapatkan ada pengaruh pengembangan karir dan promosi jabatan terhadap kinerja karyawan pada PT. Multi Media Selular Baturaja. Koefisien determinasi (R^2) yang diperoleh sebesar 0.632. Hal ini menunjukkan bahwa sumbangan pengaruh pengembangan karir dan promosi jabatan terhadap kinerja karyawan sebesar 63.2% sedangkan sisanya 36.8% dipengaruhi oleh variabel lain yang tidak disebutkan dalam penelitian ini seperti kepemimpinan, budaya organisasi, kompensasi, komitmen dan kompetensi.

Kata Kunci: Pengembangan Karir, Promosi Jabatan, Kinerja Karyawan.