

ABSTRACT

Fetty Satira, 2022: Recruitment Strategy, Selection and Employee Placement To Employee Performance at BPJS Health City Branch Office Tanjungpinang. Advisory Team Hj. Iranita, SE., M., M.Si and Drs. H. Muhammad Idris DM., MM., M.Si

The purpose of this study was to examine the Recruitment Strategy, Selection and Employee Placement To Employee Performance at BPJS Health City Branch Office Tanjungpinang. This research is categorized as quantitative research with the instrument in the form of a questionnaire. The sample used in this study was the staff of BPJS Health City Branch Office Tanjungpinang, totaling 37 people. The data used in this study is primary data obtained through a questionnaire. The collected data was tested and analyzed using the SPSS 26 program. The instrument validity test used the Correlation Bivariate formula, while the reliability test used Cronbach Alpha. The measuring instrument proved to be valid and reliable for the research instrument. Multiple regression analysis was used to test the hypothesis of this study. Based on the research results, it is known that the results of the multiple linear regression test are $Y = 0.134 (\alpha) + 0.531 (X1) + 0.399 (X2) + 0.630 (X3)$, where the Recruitment Strategy (X1), Selection (X2), Employee Placement (X3) and Employee Performance (Y). The results of the partial test for the Recruitment Strategy variable have a significant effect on Employee Performance, Selection has a significant effect on Employee Performance, and Employee Placement has a significant effect on Employee Performance. Simultaneous test results variable Recruitment Strategy, Selection, and Employee Placement simultaneously have a significant influence on Employee Performance.

Keywords: *Recruitment Strategy, Selection, Employee Placement, and Employee Performance.*

ABSTRAK

Fetty Satira, 2022: Strategi Rekrutmen, Seleksi, dan Penempatan Pegawai Terhadap Kinerja Pegawai di BPJS Kesehatan Kantor Cabang Kota Tanjungpinang. Tim Pembimbing Hj. Iranita, SE., M.Si dan Drs. H. Muhammad Idris DM., MM., M.Si

Tujuan dari penelitian ini adalah untuk meneliti Strategi Rekrutmen, Seleksi, dan Penempatan Pegawai Terhadap Kinerja Pegawai di BPJS Kesehatan Kantor Cabang Kota Tanjungpinang. Penelitian ini dikategorikan sebagai penelitian kuantitatif dengan instrument berupa kuesioner. Sampel yang digunakan dalam penelitian ini adalah para staf pegawai BPJS Kesehatan Kantor Cabang Kota Tanjungpinang yang berjumlah 37 orang. Data yang digunakan dalam penelitian ini adalah data primer yang diperoleh melalui kuesioner. Data yang terkumpul diuji dan di analisis menggunakan program SPSS 26. Uji Validitas instrument menggunakan rumus *Correlation Bivariate*, sedangkan uji reliabilitas menggunakan *Cronbach Alpha*. Alat ukur terbukti valid dan reliabel untuk instrument penelitian. Analisis regresi berganda digunakan untuk uji hipotesis penelitian ini. Berdasarkan hasil penelitian diketahui bahwa hasil uji regresi linear berganda adalah $Y = 0,134 (\alpha) + 0,531 (X^1) + 0,399 (X^2) + 0,630 (X^3)$, dimana Strategi Rekrutmen (X^1), Seleksi (X^2), Penempatan Pegawai (X^3) dan Kinerja Pegawai (Y). Hasil pengujian secara parsial untuk variabel Strategi Rekrutmen berpengaruh signifikan terhadap Kinerja Pegawai, Seleksi berpengaruh signifikan terhadap Kinerja Pegawai, dan Penempatan Pegawai berpengaruh signifikan terhadap Kinerja Pegawai. Hasil pengujian secara Simultan variabel Strategi Rekrutmen, Seleksi dan Penempatan Pegawai secara bersamaan mempunyai pengaruh yang signifikan terhadap Kinerja Pegawai.

Kata Kunci : Strategi Rekrutmen, Seleksi, Penempatan Pegawai, dan Kinerja Pegawai.