

ABSTRACT

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THE EFFECT OF EMPLOYEE PERFORMANCE TOWARDS BRAND REPUTATION AT THE TRADERS MEDAN

(xvii + 67 pages; 8 figures; 24 tables; 9 appendices)

The purpose of this research is to reveal whether there is any effect between Employee Performance and Brand Reputation at The Traders Medan.

Employee performance is considered as one of the most important factors in any organization which also plays an important role to uphold in an organization's reputation. Whether the reputation of an organization is good or not, it all comes down to how good the performances of the employees are.

This research is using a quantitative method as the research design and IBM SPSS Statistics 25 application. The data analysis methods used in this research involve descriptive statistics, validity test, reliability test, normality test, coefficient of correlation, coefficient of determination, linear regression analysis and hypothesis test using T-test.

The result of this research based on T-test is known as T count (6.17) > T table (2.048) which concludes that there is an effect between Employee Performance and Brand Reputation. The result of the research based on the coefficient of determination test shows that there is a relationship between Employee Performance and Brand Reputation at The Traders Medan.

Based on the results, it has been proven that Employee Performance has an effect towards Brand Reputation at The Traders Medan. The most important thing to maintain the Brand Reputation at The Traders Medan is to keep an eye of the Employee Performance and make sure that the employees are always motivated to perform better.

Keywords: Employee Performance, Brand Reputation, The Traders Medan, Restaurant

References: 37 (2015-2020)

ABSTRAK

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PENGARUH ATAS KINERJA KARYAWAN TERHADAP REPUTASI MEREK DI THE TRADERS MEDAN

(xvii + 67 halaman; 8 figur; 24 tabel; 9 lampiran)

Tujuan dari penelitian ini adalah untuk mengungkapkan apakah ada dampak antara Kinerja Karyawan dan Reputasi Merek di The Traders Medan.

Kinerja Karyawan merupakan salah satu faktor yang paling penting dalam suatu organisasi dimana Kinerja Karyawan juga merupakan suatu peran penting dalam menjaga dan meningkatkan Reputasi Merek. Untuk menentukan Reputasi Merek suatu organisasi baik atau tidak, semuanya tergantung kepada seberapa baiknya Kinerja Karyawan.

Penelitian ini menggunakan metode penelitian kuantitatif serta mengaplikasikan program IBM SPSS Statistics 25. Metode analisis data yang digunakan dalam penelitian ini meliputi statistik deskriptif, uji validitas, uji reliabilitas, uji normalitas, koefisien korelasi, koefisien determinasi, analisis regresi linear, dan uji hipotesis dengan uji T.

Hasil penelitian berdasarkan uji T dapat diketahui bahwa hasil $T (6.17) > T \text{ Tabel } (2.048)$ yang menyimpulkan bahwa ada pengaruh antara Kinerja Karyawan dan Reputasi Merek. Hasil penelitian berdasarkan koefisien determinasi menunjukkan bahwa ada hubungan antara Kinerja Karyawan dan Reputasi Merek di The Traders Medan.

Berdasarkan hasil tersebut, dapat dibuktikan bahwa Kinerja Karyawan memiliki dampak terhadap Reputasi Merek di The Traders Medan. Hal yang paling penting untuk menjaga Reputasi Merek di The Traders Medan adalah untuk tetap memperhatikan Kinerja Karyawan dan memastikan bahwa karyawan-karyawan yang bekerja disana tetap termotivasi untuk berkembang.

Kata Kunci: *Kinerja Karyawan, Reputasi Merek, The Traders Medan, Restoran*

Referensi: *37 (2015-2020)*