

## ABSTRACT

Human resources (HR) is a determining factor that plays an active role in moving the organization in achieving its goals. Achievement of organizational goals is only possible because of the efforts of the employees who are in the organization to perform well. Some things that can affect employee performance is knowledge creation and intellectual capital. To improve the performance of the maximum, the employee requires knowledge creation and intellectual capital that employees are ready to face the changes that are internal and external.

This study was done by the authors to determine the effect of knowledge creation and intellectual capital on employee performance of employees at PT Prudential Life Assurance Bandung. In this research method use method of causal studies. Sampling was performed using a convenience sample technique. Samples to be taken is an employee of PT Prudential Life Assurance Bandung obtained 100 respondents. The analysis technique used is the path analysis. Independent variables studied were variable knowledge creation and intellectual capital. While the dependent variable under study is employee performance.

From the results of data processing based on the calculation of path analysis, hypothesis testing results together (simultaneously) shows that knowledge creation variables (X1), and Intellectual Capital (X2) has a great influence on Employee Performance variable (Y). The magnitude of the numbers R-square is 0.819. This figure means that the influence of knowledge creation and intellectual capital on employee performance of PT Prudential Life Assurance Bandung are combined is 81.9%, while the remaining 18.1% is influenced by other factors.

The results show that knowledge creation (X1) partial effect on employee performance (Y) with 43.6% and the great influence of intellectual capital (X2) partial effect on employee performance (Y) by 38.3%.

Therefore, in enhancing and improving employee performance should the PT Prudential Life Assurance Bandung focuses on the provision of knowledge creation against employees because knowledge creation significant effect on employee performance.

Keywords: knowledge creation, intellectual capital, Employee Performance