

ABSTRACT

The emergence of internet, causes high competitive market withing media industry and it impact on the decreased of some performance criterias, such as revenue and profit calculation and its proxy like gross profit, operating profit, EBITDA, dan net profit. Under achieve of target between actual result and firm financial performance decreased similar with employee's performance problem indications.

This research is aim to test the factors that determine employee's performance. The factors that have been tested are interpersonal communication and creativity.

The data conducted by distributing questionnaire to 131 of respondents with simple random sampling technique. Analysis method uses descriptive analysis and causality by applying Partial Least Square (PLS).

The results of this research indicate that interpersonal communication influences employee's performance and creativity influences employee's performance significantly. The contribution of these independent variables with the percentage of 43,6%, while the rest affected by other factors.

The results of this research are expected to be used in order to support previous research about the influence of interpersonal communication and creativity and for PT. Republika Media Mandiri to maximize employee's performance.

Keywords: creativity, employee performance, and interpersonal communication.