

ABSTRACT

Performance is a work achieved by a person for the work and tasks assigned to him and how much these results contribute to the organization (Sudaryo et al, 2018: 205). Employee performance that is implemented is not effective due to factors, one of which is the difference in the level of employee education and employee loyalty to the company. The purpose of this study was to determine the influence of the level of education and employee loyalty on the performance of employees of the sales & marketing division of PT. Republika Media Mandiri, South Jakarta.

The research method used by the researcher is quantitative with descriptive and causal research types. The object under study is the employees of the Sales & Marketing division of PT. Republika Media Mandiri, South Jakarta. Data collection was obtained by distributing questionnaires to 35 respondents. The sampling technique used is a saturated sample. Analysis of this data using Multiple Linear Regression Analysis.

The conclusion of this study is based on descriptive analysis of the variables of Education Level, Employee Loyalty and Employee Performance variables as a whole are in the very good category. The results of this study indicate that there is a simultaneous influence between Education Level and Employee Loyalty on Employee Performance in the Sales & Marketing Division, South Jakarta.

Keywords: Education Level, Employee Loyalty and Employee Performance