

ABSTRACT

This study analyzes the effect of recruitment and job training on employee performance in the Marketing Division of PT Telkom Indonesia Tbk Bandung. Employee performance is an important factor in achieving company goals, while recruitment and training are considered key variables that affect it.

The research method uses quantitative methods with a descriptive analysis approach, data collected through surveys distributed to 50 respondents. Data analysis was carried out through multiple linear regression tests with the help of SPSS version 27.

The results of the analysis show that recruitment and training have a positive and significant effect on performance, with training as the dominant factor. Simultaneously both are proven to have a significant effect on employee performance variables, with an Adjusted R² value of 0.885 indicating that 88.5% of employee performance variables are explained by recruitment and training variables, while the rest is influenced by other factors outside this study. and significant to performance, with training as the dominant factor. Simultaneously both are proven to have a significant effect on employee performance variables, with an Adjusted R² value of 0.885 indicating that 88.5% of employee performance variables are explained by recruitment and training variables, while the rest is influenced by other factors outside this study.

In conclusion, recruitment and training play an important role in improving employee performance. Companies are advised to improve the recruitment process and increase training programs to optimize performance. The findings can serve as a reference for the development of more effective HR strategies.

Keywords: Recruitment, Job Training, Employee Performance