

ABSTRACT

THE EFFECT OF WORK DISCIPLINE AND SERVICE QUALITY ON EMPLOYEE PERFORMANCE AT PT HERNOZA JAYA ABADI

By:

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PT Hernoza Jaya Abadi is a company whose field is event organizer. The purpose of this research was to analyze the effect of work discipline and service quality on employee performance at PT Hernoza Jaya Abadi. The research sample used Nonprobability Sampling, namely the purposive sampling of 38 customers using PT Hernoza Jaya Abadi Event Organizer services. This research used a quantitative research with an associative method. The analytical method used in this research was the multiple linear regression analysis. The hypothesis test with Partial Test (t Test) and Simultaneous Test (F Test). Based on the result of data analysis, there was an effect between Work Discipline on Employee Performance, Service Quality on Employee Performance, and Work Discipline and Service Quality on Employee Performance at PT Hernoza Jaya Abadi.

Keywords: Work Discipline, Service Quality, Employee Performance

