

ABSTRAK

RAMLAN YUNUS. NIM. 911410014 Skripsi 2014 “*Pengaruh Proses Rekrutmen terhadap Kinerja Karyawan (suatu penelitian di lembaga penyiaran publik (LPP) RRI Gorontalo)*. Dibawah bimbingan, Bapak Dr. H. Rosman Ilato, M.Pd selaku pembimbing I dan Bapak Bobby Rantow Payu, S.Si.,M.Si selaku pembimbing II.

Penelitian ini bertujuan untuk mengetahui apakah proses rekrutmen berpengaruh terhadap kinerja karyawan di LPP RRI Gorontalo.

Metode yang digunakan dalam penelitian ini adalah metode kuantitatif. Dengan menggunakan instrumen penelitian berupa angket. Sedangkan teknik analisis data menggunakan analisis regresi korelasi sederhana.

Berdasarkan hasil penelitian yang dilakukan dapat diketahui bahwa proses rekrutmen berpengaruh secara positif signifikan terhadap kinerja karyawan di Lembaga Penyiaran Publik (LPP) RRI Gorontalo. Dari analisis di atas terlihat nilai koefisien determinasi dari model regresi yang telah diperoleh sebelumnya adalah sebesar 0,384. Nilai ini berarti bahwa sebesar 38,4% kinerja dari karyawan LPP RRI Gorontalo dipengaruhi oleh besarnya sistem rekrutmen yang diberikan sedangkan sisanya sebesar 71,6% dipengaruhi oleh variabel lain

Kata kunci : Proses Rekrutmen dan Kinerja Karyawan

ABSTRACT

RAMLAN YUNUS. Student ID. 911410014. Skripsi. 2014. *“The Effect of Recruitment Process on Employee’s Performance (A case study at Public Broadcasting RRI Gorontalo)”*. It is supervised by Dr. H. Rosman Ilato, M.Pd as the principal supervisor and Bobby Rantow Payu, S.Si., M.Si as the co-supervisor.

The research was to find out was the recruitment process affected the employee’s performance at Public Broadcasting RRI Gorontalo.

Method of research was quantitative method. The research used questionnaire as the instrument of research. Technique of analyzing the data was simple correlation regression analysis.

To conclude, the analysis result of the effect of recruitment toward the employee’s performance partially that had been explained at the previous chapter showed that the recruitment affected positively and significantly the employee’s performance. The data analysis resulted the value of determination coefficient as 0,384. It meant that 38,4% of employee’s performance was affected by recruitment process while the remains as 71,6% was affected by other variables.

Keywords: Recruitment Process and Employee’s Performance

