ABSTRACT

CHRYSNA YULIAWAN ***"The Analysis of Implementation Job Promotion Program Has The Impact To Work Spirit of Employees At PT. PLN (Persero) Bandung", under guidance*** **Lita Wulantika, SE., M. Si.**

Implementation of job promotion program requisite be needed attention from enterprise to maximize its performance in produce result good service in the effort to increase work spirit of employees. The aim of this research is that for analysing implementation of job promotion program at PT. PLN (Persero) Bandung, work spirit of employees, and testing the impact implementation of job promotion program to work spirit of employees at PT. PLN (Persero) Bandung.

Research developed by using and survey method. This research also using descriptive and verifikatif methods. Population is that 307 employees, and then the technique of sample this research which using a cluster random sampling so the yield is that 76 employees as sample. Technique in collecting data by using interview, observation, questioners and documentation. The analyzed method by using a correlation of pearson product moment, and coefficient of determination, as well as test of t with by using SPSS 17.0 for windows.

The result of this researched represent of respondents that there are pursuant to comment of implementation job promotion program is good, while work spirit of employees is good. The result of analyzed this researched represent that there are implementation job promotion program's impacted to work spirit of employees level relation indicate showing level enough as 0.501 and contribution the impact as much as 25.10%, and the rest as much as 74.90% representing impact by another factors which not analyzed as a compensation conflict between employees, satisfaction of work, training, and others.

Keywords : ***Job Promotion, Work Spirit of Employees, and Employees at PT. PLN (Persero) Bandung.***