ABSTRAK

DANI HIDAYAT, "Implementasi BRI *Integrated Network And Information System* (BRINETS) Dampaknya Terhadap Efektivitas Kerja Karyawan Pada PT. BRI (persero) Tbk. Cabang Kuningan" dibawah bimbingan Prof. Dr. Hj. Umi Narimawati, Dra., S.,E, M.Si.

BRI *Integrated Network And Information System* (BRINETS) merupakan sistem operasional di PT BRI (persero) Tbk Cabang Kuningan, BRI *Integrated Network And Information System* (BRINETS) ini merupakan pengembangan dari *System Teller Unit* (STU). BRI *Integrated Network And Information System* (BRINETS) diimplementasikan dalam rangka meningkatkan efektivitas kerja karyawan yang pada dasarnya dapat meningkatkan efektivitas perusahaan. Tujuan dilakukan penelitian ini adalah untuk mengetahui dampak BRI *Integrated Network And Information System* (BRINETS) terhadap efektivitas kerja karyawan di PT BRI (Persero) Cabang Kuningan.

Metode yang digunakan dalam penelitian ini adalah metode deskripsi dan verifikatif dengan pendekatan kuantitatif. Unit analisis dalam penelitian ini adalah karyawan BRI cabang Kuningan yang berjumlah 50 sebagai sampel penelitian. Analisis kuantitatif dilakukan dengan menggunakan Korelasi Pearson Product Moment, Uji Regresi, Koefisien Determinasi, dan uji z untuk uji hipotesis, dengan bantuan program SPSS 12.0 *For Windows*.

Hasil penelitian menunjukkan bahwa BRI *Integrated Network And Information System* (BRINETS) termasuk dalam kategori Baik, demikian juga efektivitas kerja karyawan termasuk dalam kategori Baik, namun demikian kualitas pekerjaan yang diselesaikan dalam kategori Cukup. Hasil analisis membuktikan bahwa BRI *Integrated Network And Information System* (BRINETS) berdampak terhadap efektivitas kerja karyawan dengan tingkat keeratan 0,799, berarti kuat dan searah serta signifikan dalam meningkatkan efektivitas kerja karyawan. Besarnya pengaruh 63,84% sedangkan sisanya 36,16% dipengaruhi oleh faktor lain yaitu *reward*, promosi jabatan dan komunikasi.

Kata kunci : BRI *Integrated Network And Information System* (BRINETS) dan Efektivitas.

ABSTRACT

DANI HIDAYAT, *"The Impact of BRI Integrated Network And Information System* (BRINETS) *Implementation To The Effectiveness Of Employees In PT. BRI (persero) Tbk Branch Of Kuningan" under the guidance of* Prof. Dr. Hj. Umi Narimawati, Dra., S.,E, M.Si.

The BRI *Integrated Network And Information System (BRINETS) an operational system in PT BRI (Persero) Tbk Branch Of Kuningan.* BRI *Integrated Network And Information System (BRINETS) this is a development of System Teller Unit (STU).* BRI *Integrated Network And Information System (BRINETS) implemented in order to improve the effectiveness of employees which can basically increase the effectiveness of company. This study purposing the impact of* BRI *Integrated Network And Information System (BRINETS) to the effectiveness of employees in PT.* BRI *(persero) tbk branch of Kuningan.*

The method used in this research are descriptive and verification method with quantitative approach. Analysis object in this research are BRI branch of Kuningan there 50 employees as simple research. Quantitative Analysis performed by Pearson Product Moment Correlation, Regression Test, coefficient of determination and Z test to exanimate hypothesis with SPSS 12.0 application program.

The Research purpose that BRI *Integrated Network And Information System* (BRINETS) *include to good category, and Effectiveness of Employees include to good category. However, the quality of work done include to self category. Analysis result prove that* BRI *Integrated Network And Information System* (BRINETS) *are impact on effectiveness of employees with a closeness level 0,799, means strong and unidirectional as well as significant in increasing the effectiveness of employment. Amount of influence 63,84% and 36,16% remaining impact by other factor are reward, promotion and communication.*

Keywords :* BRI *Integrated Network And Information System* (BRINETS) *and Effectiveness.