ABSTRACT

RAMDHAN FAUZIE SANTOSO *"Employee Morale And Employee Satisfaction As An Effort To Improve Employee Performance (Case Study In Business Garment Heartfelt Collections Soreang Bandung)" under the guidence of* Prof.Dr.Umi Narimawati, Dra., SE., M.Si

Basically the employee is in need of a company but owned by the lack of labor that is hindering the company's production processand is still difficult to find a few employees focused on work andundisciplined attitude inferred from the presence of severalemployees who rarely go on weekdays, it this is quite disturbing activities of the company. One that affects the employee's performance including employee morale and employee satisfaction objective of this study was to determine the effect ofemployee morale and employee satisfaction to employeeperformance improvement.

The method used in this study is qualitative and quantitative methods. Unit analysis of this study were employees of SMI Heart felt Collection of 20 people. Test statistic used is analysis, coefficient of determination, hypotesis testing using the F and T, with the tools sofeware SPSS 18.0 for windows.

The results showed that the employee Morale Sincere good collection criteria, for the variable in the employee satisfaction Sincere categorized collection of high and variable peformance of employees in the sincere hihg categorized collection. Employee morale and employee satisfaction and a significant positive impact on employee peformance in the heart felt collection. Then the simultaneouss impact is greater than partial. This means that employee morale and employee satisfaction creating employee peformance.

Keywords: Employee Morale, Employee Satisfaction and Improve Employee Performance