

Elsa Cyndy Sianturi.2025. Pengaruh Rekrutmen dan Penempatan Kerja Terhadap Kinerja Karyawan Produksi (Studi Kasus Pada PT Naturindo Fresh Yogyakarta). Dibimbing oleh: Indah Widowati dan Ni Made Suyastiri Yani Permai.

ABSTRAK

PT. Naturindo Fresh Yogyakarta merupakan perusahaan yang bergerak dalam bidang produksi dan pemasaran obat herbal. Semua produk Naturindo telah dilengkapi dengan legalitas dari Dinkes RI, BPOM RI, dan LP POM MUI sehingga terjamin keamanannya. Penelitian ini bertujuan: 1) Mengetahui tingkat rekrutmen, penempatan kerja dan kinerja karyawan pada PT. Naturindo Fresh Yogyakarta. 2) Menganalisis pengaruh rekrutmen dan penempatan kerja terhadap kinerja karyawan pada PT. Naturindo Fresh Yogyakarta. Metode dalam penelitian ini metode deskriptif dengan pendekatan studi kasus. Metode pengambilan responden menggunakan sampling jenuh yang meliputi 30 karyawan dibagian produksi. Macam-macam data yang digunakan data primer dan data sekunder yang diperoleh melalui wawancara, pengisian kuesioner, observasi, dan dokumentasi. Sumber data yang diperoleh dari karyawan PT.Naturindo Fresh Yogyakarta, studi kepustakaan dan internet. Adapun teknik analisis menggunakan analisis deskriptif dan regresi linier berganda. Hasil penelitian menunjukkan bahwa 1) tingkat rekrutmen baik, penempatan kerja baik dan kinerja karyawan masuk kategori netral. 2) Rekrutmen berpengaruh terhadap kinerja karyawan PT. Naturindo Fresh Yogyakarta.

Kata kunci : Rekrutmen, Penempatan kerja, Kinerja karyawan.

Elsa Cyndy Sianturi.2025. *The Influence of Recruitment and Job Placement on Performance of Production Employees (Case Study at PT Naturindo Fresh Yogyakarta).* Supervised by: Indah Widowati and Ni Made Suyastiri Yani Permai.

ABSTRACT

PT. Naturindo Fresh Yogyakarta is a company engaged in the production and marketing of herbal medicines. All Naturindo products have been equipped with legality from the Indonesian Health Office, BPOM RI, and LP POM MUI so that their safety is guaranteed. This study aimed to: 1) Knowing the level of recruitment, job placement and employee performance at PT. Naturindo Fresh Yogyakarta. 2) Analyze the effect of recruitment and job placement on employee performance at PT. Naturindo Fresh Yogyakarta. The method in this research is descriptive method with a case study approach. Method of taking respondents using saturated sampling which includes 30 employees in the production section. The various types of data used are primary data and secondary data obtained through interviews, filling out questionnaires, observation, and documentation. Sources of data in this study were obtained from employees of PT. Naturindo Fresh Yogyakarta, literature and internet studies. The analysis technique uses descriptive analysis and multiple linear regression. The results of this research showed 1) the recruitment is good, job placement is good and employee performance is in the neutral category. 2) Recruitment influences the performance of PT employees. Naturindo Fresh Yogyakarta.

Keywords: Recruitment, Job placement, Employee performance.