

## ABSTRACT

This study, entitled "Effect of Non-Physical Work Environment on Telemarketing Employee Performance PT. Comment Indonesia (Home Direct) ". The purpose of this study was to determine the effect of non-physical work environment on the performance of Telemarketing employees at PT. Comment Indonesia (Homedirect).

This study used a analysis statistical description and analysis statistical inferencial. Respondents were drawn from the employee to the status of permanent employees and contract workers, amounting to 100 people as the object of research and seetenure, age, education and duration of work in the company as well as data analysis technique used is linear regression analysis with the independent variable non-physical work environment and performance as the dependent variable.

Based on the results of the study count  $(2,731) > t \text{ table}(1.661)$ , then  $H_0$  is rejected, meaning that a significant regression coefficient, meant is greater than table. Because  $t$  is greater than table, the non-physical work environment affects the performance of the employee. By linear regression analysis on the data  $Y=8.240+0.467x$  is seen that the influence of non-physical work environment on employee performance is the direction (positive) positive rate of 0.467, meaning that the regression equation that any increase in non-physical work environment for one will be followed by an increase in performance employees amounted to 0,467. Based on the coefficient of determination that the contribution or the influence of non-physical work environment on employee performance by 40,1% and the balance of 59.9% is influenced by other variables. Based on the analysis and discussion are things that need to be improved to retain employees to remain in the company and make a positive contribution as greater support morally, more emphasis on supervision and guidance that should be done regularly, provide training, emphasizing a more effective work and improve facilities for employees to adjust the duties and responsibilities of each.

**Keywords: Non-Physical Work Environment, Performance and Telemarketing Employees**