

ABSTRACT

The changing business concept from labor based business to knowledge based business has brought a big change in industrial sectors. With knowledge based business characteristic cause company will depend on the use of knowledge resources which has more value than organization physical asstes. So, all human resources involved in every company activity will do less physical work and do more work with knowledge capital (intellectual capital).

This study aims to examine the effect of human capital, customer capital, and structural capital to corporate performance. The type of this research was descriptive verification and causality. The population in this research is the active employee that work at PT. Telkom Indonesia, Tbk Japati Head Office Bandung. Sampling method that use in this research is convenience sampling which have 105 sample. This research uses primary data with questionnaire. The analysis method that used in this research were descriptive analysis and multiple regression analysis.

The result shows that human capital, customer capital, and structural capital simultaneously have a significant effect on company performance. In partially, human capital and structural capital have no significant effect on company performance. Whereas, customer capital have significant effect with company performance.

Keywords: Human Capital, Customer Capital, Structural Capital and Business Performance.