

## **ABSTRACT**

*Formation of Asean Economic Community (AEC) in the last year of 2015 had an impact not only in the economic sector, but also in other sectors, at least in the education sector too. Telkom University is a private university in Bandung. One way to achieve the success of the organization is to maintain employee satisfaction with attention on the job satisfaction of employee. Job satisfaction of talents at Telkom University is not reached optimally, allegedly influenced by Attracting Talents, Developing Talents, and Retaining Talents.*

*Talent management is a series of integrated activities in managing high performing employees in all levels of the organization with the main component is an attracting talent developing talent and retaining talent. Job satisfaction is a perspective of one's personal attitude towards on job.*

*The purpose of this study was to determine the influence of talents management on job satisfaction of employees in Telkom University. The sampling technique this study is saturated sampling on 112 respondents with criteria of Individual Performance Value (NKI) is  $PI$ .*

*Simultaneous hypothesis testing are using the F-test, the results that Attracting Talents, Developing Talents, and Retaining Talents significant influence on job satisfaction. Based on results of partial hypothesis testing are using T-test, the results that Attracting Talents, Developing Talents, and Retaining Talents significant influence on job satisfaction of employee in Telkom University.*

*In the Retaining Talents, Telkom University needed in effective succession planning to minimize a void of key positions in the organization. To Developing Talents, it is better that Telkom University to adjust development program in accordance with the mapping HAV (Human Asset Value) Matrix. And the last to Attracting Talents, Telkom University should be observe at several factors to determine a recruitment method (internal or external). So that Telkom University can enhance job satisfaction of employees and more contribute in the activities of Tri Dharma.*

*Keywords : Attracting Talents; Developing Talents; Retaining Talents; Job Satisfaction*