

## ABSTRACT

Account Manager is a strategic position in Telkom for managing corporate customers (key accounts), so the company gives different rewards compared to other employees such as incentives, annual awards, credit cards and dual-career management channels. But Account Manager performance has not been as expected yet since it has not shown consistent improvement. Employee Satisfaction Index (ESI) Telkom's Account Manager is also under ESI Telkom's employees in general.

This study is conducted to determine the effect of rewards and employee satisfaction on employee performance. The research is conducted to find out how much influence appreciation and job satisfaction, in accelerating the performance of Account Manager at PT. Telkom.

The type of research data is using causal method, with sample proportionate stratified random sampling technique to 87 Account Managers in Telkom consists of 36 Account Manager in Enterprise Service Division, 33 Account Manager in Business Service Division and 19 Account Manager in Government Service Division. Data analysis technique used is descriptive and verification analysis, by using path analysis to test hypothesis. Data processing is done by using SPSS ver 19 software.

Based on the results of data processing, awards, job satisfaction and performance of Telkom Account Manager is good. Award have a significant effect on job satisfaction. Likewise, employee appreciation and job satisfaction have a significant effect on employee performance either simultaneously or partially.

Based on the results of the research, to improve employee performance, the company is advised to further improve the award program especially related to extrinsic awards such as promotion and career development. Companies need to re-socialize career development program of Account Manager, and companies need to be more open about promotion mechanism of Account Manager. New reward programs that can be implemented include promotional channels for highly achieved Account Manager, coaching & mentoring programme for Account Manager under achiever.

keywords: reward, job satisfaction, performance, promotion, Account Manager.