

ABSTRACT

Performance is the result of work in quality and quantity achieved by an employee in carrying out his job in accordance with the responsibilities assigned to him. This study aims to examine whether the factors of attracting talents, developing talents, and binding talents can affect the performance of employees at PT Telekomunikasi Indonesia Tbk Regional II.

This research method is descriptive quantitative. The data collection technique used a survey method by distributing questionnaires. This study uses a saturated sampling technique with 187 respondents who are employees of PT Telkom Telekomunikasi Indonesia Tbk Regional 2 who are classified as top talents and are still actively working until 2020.

The results of this study indicate that partially attracting talents has a significant effect on employee performance. Furthermore, Developing Talents has a significant effect on employee performance and Binding Talents has a significant effect on employee performance. Meanwhile, simultaneously, the results of this study indicate that Talent Management which consists of Attracting Talents, Developing Talents and Binding Talents has an effect on employee performance at PT Telekomunikasi Indonesia Tbk Regional II. Therefore, the talent management system at PT Telekomunikasi Indonesia Regional II needs to be designed since the beginning of employees entering and working in the company by designing an integrated recruitment system, providing training and development programs tailored to the interests and needs of employees as well as clear career planning to be able to improve the performance of each of its employees.

Keywords: *Talent Management, Employee Performance*