

## **ABSTRACT**

This research was conducted to determine and analyze how the creativity, innovation and performance of employee, and how much influence creativity and innovation simultaneously and partially on employee performance at the head office of PT. Pos Indonesia (Persero) in Bandung. The purpose of this study was to determine whether there is a relationship between creativity and innovation and the influence of creativity and innovation on employee performance.

This research was conducted using quantitative methods. This type of research is descriptive and causality. The respondents in this study were 104 people. The data analysis technique used is path analysis with the help of the SPSS Version 22 application program.

The result of this study indicate that creativity, innovation and employee performance at the head office of PT. Pos Indonesia (Persero) in Bandung fall into the high category. The results of hypothesis testing show that creativity and innovation partially have a significant effect on employee performance. The influence of creativity on employee performance is 15,7% and the influence of innovation on employee performance is 57,8%. Furthermore, creativity and innovation simultaneously have a significant effect on employee performance by 14,35% and the rest is the influence of other factors outside of creativity and innovation.

This research can be used as input for company to pay attention and develop creativity and innovation in employees. Furthermore, the company is expected to be able to collaborate in its work environment to produce something creative in order to have a positif impact on the company. Then, employees should be able to improve in creating something that is different from existing ones so the company can continue to grow and excel in competing, and the company is expected to provide opportunities for employee to participate in making a decision.

Keywords: Creativity, Innovation, Employee Performance.