

ABSTRACT

This research was conducted to determine the effect of employee work productivity on employee performance in the Sales Division of PT Mifa Bersaudara Meulaboh. The purpose of this study was to determine and analyze how employee productivity, how employee performance, and how much influence work productivity has on employee performance in the sales division of PT Mifa Bersaudara Meulaboh.

This research uses quantitative methods with descriptive research type. Sampling was done by non-probabilty sampling method, with the number of respondents as many as 53 people. The data analysis technique used is descriptive analysis and simple linear regression analysis.

Based on the results of the hypothesis test (t test), it was found that the work productivity variable had a significant effect on the performance of the employees of the sales division of PT Mifa Bersaudara. Based on the coefficient of determination, it was found that the work productivity of PT Mifa Bersaudara's sales division employees was able to explain the employee's performance by 68.8% and the remaining 31.2% was influenced by other factors not examined in this study such as remuneration factors and others. The conclusion of this study, the work productivity of the employees of the sales division of PT Mifa Bersaudara has been included in the good category, and the performance of the employees of the sales division of PT Mifa Bersaudara has been in the good enough category.

Keywords: *Work Productivity, Employee Performance*

