

ABSTRACT

This study was conducted to determine the effectiveness of what affects employee performance. The purpose of this research is to identify and analyze employees of PT. Astra Honda Motor on motivation and self-confidence. The magnitude of the influence on working in the field is very important to be evaluated as input and suggestions to PT. Astra Honda Motor to make it even better. And as a writer, I, as a student of SI Administration at Telkom University, especially in the field of HR, can understand how important it is to conduct annual evaluation research on work in a company so that in the future it will be even better.

Based on the results of the descriptive analysis.it was found that the level dimension was in good category with an average percentage score of 77.3%.The highest score percentage of 78.8% which lies in the item ability to work as much as possible in doing each task and the lowest score percentage of 73.8% which is contained in the item confident with the ability to complete the work according to the target.Dimension of breadth are in the good category with an average percentage score of 78.5%.The highest score percentage is 80%.which lies in the comfort item on each task given in the right position and the lowest score percentage of 72,3%.The highest score percentage is 82.3% which lies in the commitment item on the job even though the experience is not maximal in the field and the lowest score percentage is 74,5%.

The conclusion of this study, consumer opinions on advertisements served by Traveloka based on the Empathy dimension are included in the Quite Effective category, the Persuasion dimension is included in the Effective category, the Impact dimension is included in the Effective category, and the Communication dimension is included in the Quite Effective category, but the most dominant advertising media on Traveloka advertisements is TV media with a percentage of 72.9%.

Keywords: *Confidence,Motivation,Employee Performance.*