

ABSTRACT

Employee performance is an employee's thing (employee performance) is something that needs to be considered because its existence has an important role, especially in maintaining a competitive advantage for the company in a challenging situation like today. This study was conducted to determine whether improving the application of talent management in a company can improve employee performance without neglecting employee engagement in it. Data collection techniques using a questionnaire with a total of 237 respondents who are employees of PT Jaswita West Java. The results of the research show that talent management has a direct and indirect effect (through employee engagement) on employee performance. therefore, the talent management system at PT Jaswita Jabar needs to be designed from the start of employees entering, namely by carrying out a good selection and recruitment process, identifying employees properly, training and teaching well, and providing clear career opportunities to employees while taking into account the feelings of involvement of their employees so that they can improve the performance of each employee.

Keywords: Talent Management, Employee Engagement, Employee Performance, SEM