

ABSTRACT

Along with the development of education that is increasingly advanced, the competition in the world of educational aids is getting tighter, PT Prima Duta Nusantara carries out competitive strategies and innovations in order to survive in competitive competition. With this competition, the role of human resources is very important to face challenges in managing and maintaining the company's existence. In this case, the company is trying its best to strengthen the application of work discipline, workload, and innovation and improve employee performance so that company goals can be achieved. This study was conducted to determine the effect of work discipline, workload, and innovation on the performance of PT Prima Duta Nusantara employees. The purpose of this study is to determine and analyze how work discipline, workload, and innovation affect the performance of employees of PT Prima Duta Nusantara.

This research uses quantitative methods with descriptive and causality research types. Sampling was carried out using a non-probability sampling method with a saturated sample type for data collection and the number of respondents was 40 respondents of PT Prima Duta Nusantara. The data analysis technique used is descriptive analysis and multiple linear regression analysis.

The results of the study partially show that work discipline has a positive and significant effect on employee performance, workload has a positive and significant effect on employee performance, innovation has a positive and significant effect on employee performance. Simultaneously, work discipline, workload, and innovation have a significant influence on employee performance with This shows that the effect of independent variables, namely work discipline, workload, and innovation on the dependent variable, namely employee performance, is 45% while the remaining 55% is influenced by other factors not examined in this study.

Keywords: *Human Resource Management, Work Discipline, Workload, Innovation, Employee Performance*