

ABSTRACT

PT Panca Karya Kayoe is one of the largest and most renowned forest product companies in the Blitar region, employing 190 workers who require effective management. HR Analytics is increasingly common for enhancing organizational performance, enabling data-driven decision-making to manage their workforce effectively. This study aims to examine the influence of HR Analytics Readiness (HRAR) on organizational performance (OP) in PT Panca Karya Kayoe, a manufacturing company in Indonesia.

This research will employ a quantitative research design with a survey method, targeting a population of 129 company employees. Random sampling techniques will be employed to select the sample, and data will be collected through questionnaires.

The research instrument will be developed based on the HR Analytics Readiness model proposed by Guenole, Feinzig, Green, and Zhang (2018), comprising three dimensions: leadership strategy, human resource capability in data utilization, and analytical culture. Data will be analyzed using descriptive analysis, classical assumptions, and regression analysis.

The research reveals a positive correlation between HR Analytics Readiness and organizational performance. Both HR Analytics Readiness and organizational performance variables exhibit high descriptive analysis results. This study contributes to relatively new knowledge by providing empirical evidence of the impact of HR Analytics Readiness on organizational performance.

It also offers practical insights and recommendations for organizations and serves as a foundation for further research aimed at improving company performance through the application of HR Analytics practices and expanding insights related to this concept.

Keywords: *Readiness, HR Analytics, Organizational Performance, Manufacture.*