

## ABSTRACT

*Employees are strategic assets within a company and play a crucial role in determining the success and competitiveness of the organization. Amid increasingly complex industry dynamics, companies are required to manage human resources adaptively and systematically. One of the challenges faced by PT Dayamitra Telekomunikasi Tbk. is the instability of employee performance, which is suspected to be influenced by suboptimal implementation of Knowledge Management and Talent Management practices. This study aims to analyze the extent to which these two variables affect employee performance.*

*Evidence from previous studies indicates that effective knowledge management within a company significantly contributes to improving employee performance. Furthermore, other studies suggest that well-directed talent management can identify, develop, and retain high-potential individuals, thereby positively impacting overall employee performance. Therefore, the purpose of this study is to examine the influence of knowledge management on employee performance and to examine the influence of talent management on employee performance at PT Dayamitra Telekomunikasi Tbk.*

*This study uses a questionnaire as the data collection instrument with an ordinal scale based on the Likert method. The research design is verifikatif in nature and focuses on a quantitative approach. Data analysis is carried out using the Partial Least Squares (PLS) model to test the influence between latent variables, and the bootstrap technique is used to assess the stability of the estimates and the significance of the relationships.*

*The results show that knowledge management has a significant and positive effect on employee performance, with a path coefficient of 0.741 and an  $f$ -square value of 0.309 (medium effect category). Meanwhile, talent management has a significant but negative effect on employee performance, with a path coefficient of -0.191 and an  $f$ -square value of 0.020 (small effect category). Simultaneously, both variables explain 39.5% of the variation in employee performance ( $R^2 = 0.395$ ).*

*These findings highlight the importance of structured knowledge management in improving employee performance. In contrast, the implementation of talent management requires further evaluation to ensure it is well-targeted and supports employee productivity more effectively.*

*Key Words: Knowledge Management, Talent Management, Employee Performance.*