

ABSTRACT

GraPARI, as the customer service center of PT. Telkomsel, plays a strategic role in ensuring customers receive the best experience, both in resolving their issues and fulfilling their needs. Customer service at GraPARI is not only required to provide quick and accurate solutions but also to maintain customer satisfaction through a professional and empathetic approach.

PT. Telkomsel expects customer service employees to achieve a minimum performance score of 98 out of 100, yet data from the Human Capital Department report of PT. Infomedia in 2023 shows that 50% of customer service employees' performance is still below this expectation.

This study aims to examine the compensation, motivation, and performance of customer service employees at GraPARI Telkomsel West Java and to determine the extent to which compensation and motivation affect employee performance partially.

The research shows that the variables of compensation, motivation, and performance of customer service employees at GraPARI Telkomsel West Java fall into the high category with average indicator scores of 72.53%, 82.68%, and 89.90%, respectively. Compensation and motivation significantly influence employee performance, with t-statistic values of 7.655 and 5.631 and p-values of 0.000.

Both compensation and motivation have a significant influence on employee performance, where fair and adequate compensation increases motivation, satisfaction, and responsibility, while strong motivation, both internally and externally driven, encourages more productive and professional performance. Therefore, strengthening the compensation system and empowering work motivation are key to sustainable performance improvement. The study recommends periodic evaluation of the compensation system, motivation training programs, and career development for employees, while encouraging further research to expand variables and research scopes for a more comprehensive understanding.

Keywords: Compensation, motivation, performance.