

ABSTRACT

The problems that arise based on data from the Ministry of Health in 2023 show a gap in the number of health workers in various regions in Indonesia, the ratio of the number of health workers including specialists to the population in Indonesia is still not comparable. The same phenomenon occurs at Hasna Medika Group where the target of fulfilling health workers has not been met.

This study aims to determine an overview of the implementation of recruitment, job placement and compensation eligibility at Hasna Medika Group. In addition, this study also aims to analyse the effect of recruitment, job placement and compensation on the performance of health workers, both partially and simultaneously.

This type of research is quantitative using descriptive and causality approaches. Data analysis techniques apply Structural Equation Modeling (SEM) with Partial Least Square (PLS) techniques. The survey method implemented data collection techniques with research instruments using questionnaire distribution. The population in this study were Hasna Medika Group health workers, the sample was calculated using the Solvin technique so that there were 244 people.

The results showed that recruitment, placement and compensation have a significant and positive effect on the performance of health workers in the Hasna Medika Group environment. This study reinforces the theory that factors such as proper recruitment, placement according to competence, and fair compensation are important elements in improving employee performance.

By analyzing the relationship between these variables, the results of this study are expected to provide insight to the management of Hasna Medika Group to optimize the HR processes of health workers. This is important for healthcare organizations that depend on the performance of medical personnel to provide quality services.

Keywords: *Recruitment, Job Placement, Compensation and Health Worker Performance.*