***ABSTRACT***

***This thesis titled "EMPLOYEE RELATIONS FUNCTION IN INCREASING THE WORK PRODUCTIVITY AT NIKE FACTORY STORE BANDUNG ".***

***The purpose of the formulation of this thesis is to determine the function of employee relations in improving employee productivity, as well as constraints experienced in carrying out the functions of employee relations.***

***The method used is quantitative descriptive approach. In this method will describe the situation in the field where the research took place. By using several stages of the study of literature and field studies by distributing questionnaires to the respondents, observation, and interviews with one respondent.***

***From the results of research conducted evident from theory taken that Human Relations, this theory deals with the effects generated through employee relations functions to employees through the efforts undertaken within the company is motivation, creativity and performance. Research conducted at the Nike Factory Store with employees as respondents in an internal company with seeing an increase in labor productivity through certain indicators that the quality of work, timeliness, and ability. Employee relatioans conducted of leadership will canals to the company's goals. With growing job performance through professionalism and bonuses in order to increase employee productivity.***

***Employee relations are executed to improve employee productivity as much as possible should be done to create a harmonious relationship and create an atmosphere conducive and comfortable work. Head of the company is expected to establish good cooperation with the employees in order to improve the productivity of their work in achieving corporate goals.***