

ABSTRACT

This study aims to determine how much influence Hard Skills and Soft Skills on the performance of employees of PT. Geoff Maximal Jaya. PT. Geoff Maximal Jaya is a local shoe brand. The products being sold are named after the Geoff Max brand which has spread throughout cities in Indonesia. This study uses descriptive and verification methods, saturated sampling technique with a total sample of 59 respondents. The data collection techniques used were observation, interviews, and distributing questionnaires. The data analysis method used is validity and reliability test, multiple linear regression analysis, multiple correlation analysis, and coefficient of determination.

Based on the results of the analysis of the influence of Hard Skills and Soft Skills on Employee Performance simultaneously, it is 97,8%. While partially HardSkill has a greater effect than SoftSkill because based on the calculation HardSkill has an effect on Employee Performance by 57,5%, SoftSkill has an effect on Employee Performance by 40,3%.

Keywords: HardSkill, SoftSkill and Employee Performance