

ABSTRACT

This study aims to determine the effect of work knowledge and work ethic on work productivity either partially or simultaneously on Elhasna Hijab in Bandung Regency. The method used is descriptive and verification research methods with the number of samples in this study was 45 respondents. Data collection techniques used were observation, interviews and distributing questionnaires. The data analysis method used is multiple linear regression, multiple correlation and coefficient of determination to explain the relationship and influence between the independent and dependent variables.

The results showed that the influence of work knowledge and work ethic on employee work productivity at Elhasna Hijab in Bandung district was 99%. Partially, work knowledge has an effect on work productivity of 15.7% and work ethic has an effect on work productivity of 82.3%.

Keywords: Work Knowledge, Work Ethic, Work Productivity