

ABSTRACT

This study aims to determine the effect of job enlargement and job enrichment on employee performance at the Koperasi Peternak Sapi Bandung Utara (KPSBU) Lembang. KPSBU Lembang is a company engaged in business and services. Line of business consisting of milk production and shops (waserda).

The research method used is descriptive and verification methods. The sampling technique used is probability sampling with a total sample of 86 respondents. Data collection techniques used are field research and library research. The data analysis method used is multiple linear regression analysis, multiple correlation analysis and analysis of the coefficient of determination.

The results showed that there was a positive and significant influence between job enlargement and job enrichment on employee performance at the Koperasi Peternak Sapi Bandung Utara (KPSBU) Lembang. The magnitude of the effect of job enlargement and job enrichment on employee performance at Koperasi Peternak Sapi Bandung Utara (KPSBU) Lembang. Simultaneously by 57.2%. While partially the effect of job enlargement on employee performance is 26.2% and the effect of job enrichment on employee performance is 31.0%.

Keywords : Job enlargement, Job Enrichment and Employee Performance