

## ***ABSTRACT***

*This research aims to determine the influence of creativity, work discipline and loyalty on employee performance at PT. Kartika Food Industry. The research method used was descriptive and verification method with a sample size of 69 respondents. The data collection techniques used were interviews, questionnaires and observation. The data analysis and hypothesis testing methods used are multiple linear regression analysis, multiple correlation analysis, simultaneous coefficient of determination and partial coefficient of determination, simultaneous hypothesis testing and partial hypothesis testing.*

*The results showed that there was a positive and significant influence between creativity, work discipline and loyalty on employee performance at PT. Kartika Food Industry simultaneously is 54.3%. While partially the influence of creativity on employee performance is 23.7%, the effect of work discipline on employee performance is 21.2%, the effect of loyalty on employee performance is 27.2%.*

***Keywords: Creativity, Work Discipline, Loyalty and Employee Performance***