ABSTRACT

This research stems from the discovery of issues related to employee performance. The problems identified in this study are soft skills and work motivation. The purpose of this research is to determine the effect of soft skills and work motivation on the performance of employees at PT. Pos Indonesia (Persero) Asia Afrika Bandung Branch, both partially and simultaneously. The research method used is descriptive and verificative, where data is collected through the distribution of questionnaires with a sample size of 50 respondents. The sampling technique used is non-probability sampling. The research instruments were tested using validity and reliability tests. The data analysis methods employed include the Method of Successive Interval, multiple linear regression, multiple correlation, and the coefficient of determination. The results show that there is a simultaneous effect of soft skills and work motivation on employee performance by 67.5%. Partially, the effect of soft skills on employee performance is 38.71%, and the effect of work motivation on employee performance is 28.78%.

Keywords: Soft Skill, Work Motivation, Employee Performance