

ABSTRACT

This study aims to analyze the influence of attitude and personality on employee performance at Radio Republik Indonesia (RRI) Bandung. In the era of digital transformation, RRI faces significant challenges in maintaining its existence as a public broadcasting institution. Work attitude and personality are crucial factors that can affect operational effectiveness and organizational competitiveness.

This research employs a quantitative approach with descriptive and verificative methods. Data were collected through questionnaires distributed to RRI Bandung employees and analyzed using multiple linear regression analysis to determine the relationship between independent variables (attitude and personality) and the dependent variable (employee performance). The results indicate that work attitude and personality have a positive and significant impact on employee performance, both simultaneously and partially.

These findings emphasize that improving positive work attitudes and managing personalities that align with the work environment can enhance employee productivity and effectiveness. Therefore, RRI Bandung management is advised to continuously develop policies that support the formation of good work attitudes and the development of personalities that meet job demands to improve overall organizational performance.

Keywords: *Work attitude, personality, employee performance, digital transformation, RRI Bandung.*