

ABSTRAK

Tarisa Putri Artha, NIM 7203510035. “Pengaruh *Linearity of Educational Background* dan *Work Experience* Terhadap Kinerja Karyawan Unit GTM dan Marketing Communication Telkomsel Area Sumatera” Skripsi Jurusan Manajemen, Fakultas Ekonomi Universitas Negeri Medan 2024.

Penelitian ini bertujuan untuk mengetahui Pengaruh *Linearity of Educational Background* dan *Work Experience* Terhadap Kinerja Karyawan Unit GTM dan Marketing Communication Telkomsel Area Sumatera. Teknik pengambilan sampel yang digunakan adalah *total sampling* dengan mendapat sampel sebanyak 84 orang karyawan. Teknik pengumpulan data dalam penelitian dilakukan dengan Uji F, Uji t dan Koefisien determinasi yang sebelumnya data telah di uji menggunakan uji validitas, uji realibilitas dan uji asumsi klasik. Pengolahan data menggunakan aplikasi SPSS 20 *for windows*.

Berdasarkan hasil penelitian secara parsial menunjukkan bahwa adanya pengaruh positif dan signifikan variabel *Linearity of Educational Background* Terhadap Kinerja Karyawan Unit GTM dan Marketing Communication Telkomsel Area Sumatera sebesar 68,4%. Adanya pengaruh positif dan signifikan variabel *Work Experience* Terhadap Kinerja Karyawan Unit GTM dan Marketing Communication Telkomsel Area Sumatera sebesar 66,2%. Berdasarkan hasil penelitian menunjukkan bahwa variabel *Linearity of Educational Background* dan *Work Experience* secara simultan berpengaruh Terhadap Kinerja Karyawan Unit GTM dan Marketing Communication Telkomsel Area Sumatera, hal ini terlihat dari uji koefisien determinasi (*R Square*) menunjukkan nilai sebesar 0.797 yang berarti bahwa *Linearity of Educational Background* dan *Work Experience* berpengaruh Terhadap Kinerja Karyawan Unit GTM dan Marketing Communication Telkomsel Area Sumatera sebesar 79,7% sedangkan sisanya sebesar 20,3% dipengaruhi oleh variabel-variabel lain diluar dari model penelitian ini.

Kata Kunci: *Linearity of Educational Background, Work Experience, Kinerja Karyawan*

ABSTRACT

Tarisa Putri Artha, NIM 7203510035. "The Influence of Linearity of Educational Background and Work Experience on the Performance of GTM and Marketing Communication Unit Employees in Telkomsel Sumatra Area" Thesis, Department of Management, Faculty of Economics, Medan State University 2024.

This research aims to determine the influence of linearity of educational background and work experience on employee performance in the GTM and Marketing Communication Units of Telkomsel Sumatra Area. The sampling technique used was total sampling by obtaining a sample of 84 employees. The data collection technique in the research was carried out using the F test, t test and coefficient of determination. Previously the data had been tested using the validity test, reliability test and classical assumption test. Data processing uses the SPSS 20 for Windows application.

Based on partial research results, it shows that there is a positive and significant influence of the Linearity of Educational Background variable on the performance of GTM and Marketing Communication Unit employees in the Telkomsel Sumatra Area of 68.4%. There is a positive and significant influence of the Work Experience variable on the performance of GTM and Marketing Communication Unit employees in the Telkomsel Sumatra Area, amounting to 66.2%. Based on the research results, it shows that the variables Linearity of Educational Background and Work Experience simultaneously influence the performance of GTM Unit Employees and Telkomsel Marketing Communication in the Sumatra Area. This can be seen from the coefficient of determination test (R Square) which shows a value of 0.797, which means that Linearity of Educational Background and Work Experience has an influence on Employee Performance in the Telkomsel Sumatra Area GTM and Marketing Communication Unit by 79.7% while the remaining 20.3% is influenced by other variables outside of this research model.

Keywords: Linearity of Educational Background, Work Experience, Employee Performance