

ABSTRACT

This study aims to find out how product knowledge, skills, and attitudes affect employee performance at Padma Resort Legian. It involved 76 permanent employees, chosen using proportionate stratified random sampling with calculations based on the Slovin formula. Data collection was conducted using a Likert scale questionnaire, and data analysis included validity and reliability tests, classical assumption tests, partial and multiple correlation, multiple linear regression, coefficient of determination, and t and F tests at a significance level of 5%. The results of the study indicated that product knowledge (X_1) had a positive and significant effect on employee performance with a regression coefficient of 0.264, a t-value of 3.813, and a significance level of $0.000 < 0.05$. Skills (X_2) had a positive and significant effect with a regression coefficient of 0.592, a t-value of 8.153, and a sig value of $0.000 < 0.05$. Attitude (X_3) has a positive and significant effect with a regression coefficient of 0.378, a t-value of 5.855, and a sig value of $0.000 < 0.05$. The three variables simultaneously had a positive and significant effect on employee performance, with an F-value of 129.867 and a significance level of $0.000 < 0.05$. The results of the coefficient of determination (R^2), product knowledge (X_1), skills (X_2), and attitude (X_3) contribute 83.8% to employee performance at Padma Resort Legian.

Keywords: Product knowledge, Skills, Attitude, Employee performance

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh pengetahuan produk, keterampilan, dan sikap terhadap kinerja karyawan di Padma Resort Legian. Penelitian ini melibatkan 76 responden yang merupakan karyawan tetap, dipilih melalui metode *proportionate stratified random sampling* dengan perhitungan menggunakan rumus Slovin. Pengumpulan data menggunakan kuesioner skala Likert, dan analisis data mencakup uji validitas, reliabilitas, uji asumsi klasik, korelasi parsial dan berganda, regresi linear berganda, koefisien determinasi, uji t dan F pada taraf signifikan 5%. Hasil penelitian menunjukkan bahwa pengetahuan produk (X_1) berpengaruh positif dan signifikan terhadap kinerja karyawan dengan koefisien regresi sebesar 0,264, nilai t_{hitung} 3,813, dan $\text{sig } 0,000 < 0,05$. Keterampilan (X_2) berpengaruh positif dan signifikan dengan koefisien regresi sebesar 0,592, nilai t_{hitung} 8,153, dan $\text{sig } 0,000 < 0,05$. Sikap (X_3) berpengaruh positif dan signifikan dengan koefisien regresi sebesar 0,378, nilai t_{hitung} 5,855, dan $\text{sig } 0,000 < 0,05$. Secara simultan, ketiga variabel tersebut berpengaruh positif dan signifikan terhadap kinerja karyawan, dengan nilai F_{hitung} sebesar 129,867 dan $\text{sig } 0,000 < 0,05$. Hasil nilai koefisien determinasi (R^2), pengetahuan produk (X_1), keterampilan (X_2) dan sikap (X_3) memberikan kontribusi sebesar 83,8% terhadap kinerja karyawan pada Padma Resort Legian.

Kata kunci : Pengetahuan produk, Keterampilan, Sikap, Kinerja karyawan