

ABSTRAK

Penelitian ini bertujuan untuk menganalisis dan mengukur pelaksanaan rekrutmen dan seleksi karyawan kontrak serta dampaknya terhadap kinerja karyawan di PT. Bank Rakyat Indonesia (Persero) Tbk. Kantor Cabang Negara. Penelitian menggunakan metode deskriptif kualitatif dan *Importance and Performance Analysis* (IPA) dengan teknik pengumpulan data berupa kuesioner, wawancara, dan studi dokumentasi. Hasil penelitian menunjukkan bahwa sebagian besar indikator penting berada pada Kuadran I dan II IPA, yang menandakan proses rekrutmen dan seleksi telah berjalan baik dan perlu dipertahankan. Aspek tersebut meliputi kejelasan informasi lowongan, kemudahan akses informasi, serta proses seleksi yang transparan, objektif, dan sistematis. Selain itu, proses rekrutmen dan seleksi yang sesuai SOP terbukti memberikan dampak positif terhadap kinerja karyawan, seperti meningkatnya loyalitas, integritas, profesionalisme, dan kepuasan nasabah. Dengan demikian, penerapan sistem rekrutmen dan seleksi yang efektif berkontribusi dalam meningkatkan kualitas sumber daya manusia dan daya saing perusahaan.

Kata Kunci: *Proses Rekrutmen dan Seleksi, Sumber Daya Manusia, Importance and Performance Analysis (IPA)*



ABSTRACT

This study aims to analyze and measure the implementation of recruitment and selection processes for contract employees, as well as their impact on employee performance at PT. Bank Rakyat Indonesia (Persero) Tbk. Kantor Cabang Negara. In addition, the study implements a qualitative descriptive method and Importance and Performance Analysis (IPA) through data collection techniques such as questionnaires, interviews, and document analysis. The results indicate that most key indicators within IPA Quadrants I and II, it shows that the recruitment and selection processes are functioning effectively and should be maintained. These aspects include clarity of job vacancy information, accessibility of information, and a selection process that is transparent, objective, and systematic. Furthermore, recruitment and selection processes that adhere to standard operating procedures (SOPs) have been shown to positively impact the employee performance, such as increased loyalty, integrity, professionalism, and customer satisfaction. Thus, the implementation of an effective recruitment and selection system contributes to improving the quality of human resources and the company's competitiveness.

Keywords: *Recruitment and Selection Process, Human Resources, Importance and Performance Analysis (IPA)*

