# ***ABSTRACT***

Dwi Damayanti / 20150565 / 2019 / *The Influence of* *Talent Management and* *Self Efficacy* *on Employee of Sales Performance* *at* *Honda Megatama Kalimalang* / *Advisor:* Ponco Priyantono, S.E, M.M.

*Human resource is strategies factor in all organization as determinant of policy and performance organization in goals. Talent management and self efficacy are one of the factors that can influence the employee performance.*

*Through the right implementation of talent management and self efficacy, to definitely the employee to get solution in this work. That to increase sales targets by set are reacted to employee performance.*

*This study aims to know and analyze the influence of talent management and self efficacy on employee of sales performance at Honda Megatama Kalimalang. The company is a network of sales, maintenance, repair and supply of auto parts services.*

*This research was conducted by distributing questionnaire to 55 respondents at Honda Megatama Kalimalang. The data is processed using Likert scale and SPSS software version 21.*

*The results of the study show that talent management and self efficacy has a positive and significant effect on employee of sales performance at Honda Megatama Kalimalang.*

*Keywords: Employee Engagement,* *Employee Retention*, *Employee Performance*