ABSTRACT

Brand I Love Jombang Merch emerged because it wanted to restore the image of the Jombang Regency that was contaminated because of the murder case committed by Ryan and Jombang Regency was known as the place of a slaughterer or murderer. After a few years later, Rizka studied at a university in Depok with shame because of guilt from Jombang after 1 (one) university learned that Rizka came from Jombang. Rizka was ostracized for fear that he might one day be able to do the same as Ryan became a murderer. From this exclusion, Rizka is determined to restore the image of Jombang Regency so that people who hear the Jombang Regency eliminate bad views.

This study uses a quantitative approach to the type of descriptive research and causality. While the analytical method used in this study is multiple linear regression. Respondents in this study were 30 employees of I Love Jombang Merch, the sampling method using Saturated Sampling Techniques. The results showed that the response of respondents about work safety was 76.89%, and the responses of respondents about occupational health amounted to 76.93%. Respondents' responses regarding employee performance amounted to 79.06%. Regression test results show that work safety has an effect on improving employee performance with a t count greater than t tables with a significant level of 0.479 while work health test results have an effect on improving employee performance with t counts greater than t tables with a significant level of 0.667 with a coefficient of determination .901. These results can be concluded that with the occupational safety and health program in a business or company will improve employee performance.

The conclusion of this study is the occupational safety and health program with the performance of I Love Jombang Merch employees. Each is in good condition, and there is a significant influence of occupational safety and health in improving employee performance with an influence contribution of 81.1%.

Keywords: Human Resources, Occupational Safety and Health, Employee Performance