

ABSTRACT

In the era of globalization and increasingly intense business competition, the presence of competent human resources has become a crucial element in maintaining a company's competitive advantage. CV Amanda Brownies Pusat Bandung, as one of the well-known players in the culinary industry in West Java, especially in the city of Bandung, faces challenges in maintaining and improving employee performance amid tight competition with several renowned brands such as Holland Bakery, Kartika Sari, and others. Two major aspects that greatly influence employee performance are compensation and work motivation. Employees who receive fair compensation and possess high work motivation tend to demonstrate optimal performance. This study aims to analyze the influence of compensation and work motivation on the performance of employees at CV Amanda Brownies Pusat Bandung.

This research employs a quantitative approach with a descriptive research design. The sampling technique used is probability sampling with the simple random sampling method, where each member has an equal chance of being selected as a sample. The number of respondents in this study is 92 employees. The data analysis techniques utilized include descriptive analysis and multiple linear regression.

The results of the study indicate that the variables of compensation and work motivation have a significant influence on employee performance, both individually and collectively. These two variables contribute 65.9% to employee performance, while the remaining percentage is influenced by other factors not discussed in this study.

Keywords: *Compensation, Work Motivation, Employee Performance*