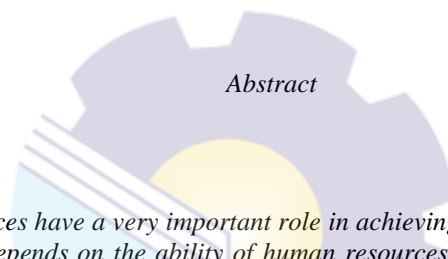


ANALYSIS OF THE IMPLEMENTATION OF THE 4DX CONCEPT ON EMPLOYEE PERFORMANCE AT INDONESIAN SHARIA BANK BRANCH OFFICE BENGKALIS

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Abstract

Human resources have a very important role in achieving company goals. The success or failure of a company depends on the ability of human resources in carrying out their respective duties and functions. In helping the company to achieve its goals, employees must have good performance. To support the performance produced by company employees, they can apply the concept of The 4 Disciplines For Execution (4DX). 4DX is an execution method for the strategy that has been formulated by the company to be able to achieve its goals. This study examines 17 respondents of employees of Syariah Bank Indonesian Bengkulu Sub-Branch Office to determine the effect of implementing the 4DX concept, using associative research. The test results show that the implementation of the 4DX concept has a positive and significant effect on employee performance. variables that can be used to measure employee performance. The determinant coefficient (KD) is 0.304 or 30.4%, which means that the implementation of the 4DX concept affects employee performance by 30.4%, while the remaining 69.6% is influenced by other variables not discussed in this study.

Keywords: 4DX concept, employee performance, Bank Syariah Indonesia KCP Bengkulu