

ABSTRACT**THE STUDY ON THE BALANCED SCORECARD'S LEARNING AND GROWTH PERSPECTIVE AND THE CORPORATE CULTURE TO FIND OUT THE QUALITY OF THE EMPLOYEE****ISNA FITRIA AGUSTINA**

The purpose of this study is to find out whether the Balanced Scorecard's learning and growth perspective and the corporate culture influence the quality of the employee of Telkom Divre V East Java, Tbk. in either simultaneous or partial way.

This thesis uses the descriptive quantitative approach for the research and takes 60 people as the respondents. The hypotheses of the research are proved by applying multiple regression method to compute the data.

The result of the research tells that: BSC's learn and growth perspective and the corporate culture significantly influence the quality of employee of Telkom Divre V East Java, Tbk in simultaneous way. It is proved by F value : 12,527 in $0,000 < 0,05$ level of significant. Employee's satisfaction, employee's retention employee's productivity and, corporate culture toward the quality of employee is 0,477, the rest of which (0,533) is caused by other variables excluded from the model of the thesis. In addition, the correlation can be seen from the multiple correlation coefficient 0,690. It means that the correlation caused by the research variables is 0,690%.

BSC's learn and growth perspective and the corporate culture significantly influence the quality of employee of Telkom Divre V East Java, Tbk in partial way. It can be seen from t value : 2,054; -5,016; 2,110; 2,893 in $0,000 < 0,05$ level of significant.

Keyword : employee's satisfaction, employee's retention, employee's productivity and corporate culture.