ABSTRACT

***Analysis Of The Effect Of Using The Sales Application On The Performance Of Employees at* PT. Jaya Masawan Putra Sejahtera Palembang**

In the business world the use of information technology at the moment is not foreign. PT. Masawan Jaya Putra Sejahtera is one company that has grown rapidly in information technology, but the problem that arises is the lack of confidence level, the ability to use applications sales cashier in the cashier division. This study aims to determine the effect of the use of sales applications on employee performance and how much influence that occurs in the PT. Jaya Putra Sejahtera Masawan Palembang. *Idependen variable in this study is the use of sales applications and the dependent variable is the performance of employees. The population in this study was a cashier consisting of 184 people who use computers in their work.*

The questionnaire was tested by using the test reliability and validity test, further testing of classical assumptions include multicollinearity test, test for normality and heteroscedasticity test, autocorrelation test. Data analysis techniques using simple regression model linir. Then the hypothesis test conducted with T test, keterminasi coefficient, and the correlation coefficient.

The results showed that the use of variable sales application positive effect on the performance of the employee operating the cash register at the PT. Jaya Putra Sejahtera Masawan Palembang.

Keywords :

stratified random sampling, Use *of Applications Sales, Simple Linear Regression*