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EFFECT OF TALENT MANAGEMENT AND KNOWLEDGE MANAGEMENT ON COMPANY REPUTATION WITH EMPLOYEE PERFORMANCE AS AN INTERVENING VARIABLE: CASE STUDY OF EMPLOYEES AT PT TASPEN (PERSERO)

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Abstract

This study analyzes the Effect of Talent Management and Knowledge Management on Company Reputation with Employee Performance as an Intervening Variable. The population in this study were 120 employees of PT TASPEN (Persero). The sample used was 92 employees, calculated based on the Slovin formula. The sampling method uses a probability test; simple random sampling. Data collection methods using survey methods, with the research instrument is a questionnaire. Data analysis method uses Partial Least Square. With direct effect, this study proves that talent management has a positive and significant effect on employee performance, knowledge management has a positive and significant effect on employee performance, talent management has a positive and significant effect on company reputation, knowledge management has a positive and significant effect on company reputation, employee performance positive and significant effect on the company's reputation. And with indirect effect, this research proves that talent management has a positive and significant effect on company reputation, knowledge management has a positive and significant effect on company reputation and proves that employee performance is an intervening variable that does not have a full impact or partial mediation.

Keywords: Talent Management, Knowledge Management, Employee Performance, Company Reputation.

Introduction

The flow of competition globally encourages companies to continue to improve the performance of their companies to maintain the company's reputation, therefore qualified human re sources with the mastery of their knowledge are important things that must be done to achieve the company's vision. With the support of increasingly rapid technological developments, the increase in knowledge will also

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develop along with innovations that continue to emerge, so that effective implementation of Knowledge Management is a key issue for companies in creating talent that has intangible assets in the form of knowledge.

A company in carrying out business activities or business activities, generally the company must pay attention to is the customer orientation or customer orientation, which involves what the company must be satisfied with its customers. With more attention to these aspects of course the objectives to be achieved by the company will be realized. And as a form of follow-up to this, the company realizes that quality human resources is a very influential factor in a company in order to realize business developments that function in achieving the company's goals. The company's goals can certainly be achieved if employee performance can be maximized properly. According to Nisa, et al (2016), the first factor affecting employee performance is the individual factor which includes talents and knowledge as abilities that individuals have from birth.

One of the benefits of implementing a talent management program is the continuous availability of employees who achieve their best potential and improve the performance of existing institutions or companies. The increasing awareness of companies about the importance of these talents, companies now compete for high-talented employees, both by seeking from outside as well as from training and regeneration (Pella & Inayati, 2011). Therefore, a company that has employees with talents that match the company's needs will make the company have a higher competitiveness in

its business. So that today, the company continues to create and develop employees to become employees who have the best talent by way of recruitment, placement, until the development and planning for employee development towards a better direction.

In addition to talent, knowledge is also an invaluable asset or intangible asset that is very valuable. Often organizations are faced with the problem of how to make the knowledge possessed by each employee is able to be optimized, developed, and spread well to all levels of the company according to their respective capacities, tasks and functions. To get the maximum benefit from the knowledge possessed and to know the knowledge that must be possessed, the company should manage knowledge through knowledge management. Through knowledge management, the knowledge possessed by an employee remains and becomes an asset of the company even though the employee has physically left the company (Munir, 2010). Through knowledge management, organizations can learn quickly so that they are adaptive to changes that occur. To answer this problem, information technology has a role that can make the knowledge owned by employees can be managed well, of course by being a support in the implementation of knowledge management. According to Shofa (2013), Knowledge Management is the activity of planning, collecting and organizing, leading and controlling data and information that is owned by a company which is then combined with various thoughts and analyzes from various competent sources.

In 2014, in order to focus on being a company serving social security

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for State Civil Apparatuses based on Law Number 5 of 2014 concerning State Civil Apparatus, the Government issued Government Regulation Number 70 of 2015 dated 16 September 2015 concerning Work Accident Insurance and Guarantees Death for Employees of State Civil Apparatuses, which was subsequently amended by Government Regulation Number 66 Year 2017 dated 29 December 2017 concerning Amendment to Government Regulation Number 70 of 2015 concerning Work Accident Insurance and Death Assurance for Employees of State Civil Apparatus. PT TASPEN (Persero) is trusted to manage an additional Social Insurance Program, namely the Work Accident Insurance Program (JKK) and Death Insurance (JKM) starting July 1, 2015.

With proven experience in providing social insurance program services for civil servants through the acquisition of various awards, the Company again received the mandate to improve the welfare of the State Civil Apparatus & State Officials through the Program JKK and JKM Program based on Government Regulation Number 70 Year 2015. Through 6 Main Branch Offices, 7 Type A Branch Offices, 14 Type B Branch Offices, 19 Type C Branch Offices and 9 Type D Branch Offices, the Company strives to continuously improve services that have an impact to an increase in the number of benefit payments.

PT TASPEN (Persero) is a State-Owned Enterprise (SOE) company engaged in insurance and social security for the State Civil Apparatus (ASN) which has Branch Offices throughout Indonesia. In the day-to-day operation-al activities of its employees, they need Knowledge Management for the distribution of knowledge in all Work Units of the Head Office and Branch Offices and the application of Talent Management to support the performance of employees. This is to improve the company's reputation in terms of attracting applicants who have the best talent and can also increase the company's responsibility to stakeholders as a form of principle of Focus on Customers.

From the data of the number of applicants from 2017 - 2019 there was a significant decrease. This shows that the existence of the company in the eyes of applicants is declining which has an impact on the smaller opportunity for companies to get prospective employees with the best potential talent. So that it will result in late succession of positions from the results of recruitment to be managed in the company's Talent Pool and also have an impact on company performance, where Rahmawati (2017) states that the assessment and reputation of the company from outside parties for quality comes from past company performance.

In Honggui Research, et al. (2016) states that performance has a significant positive relationship with the growth of the company's reputation. And in research Fajrina (2012) states that the company's reputation can attract potential workers needed by the company. Based on the results of the study, it can be said that the decline in the achievement of KPI of PT TASPEN (Persero) had an impact on the growth of the company's reputation where in 2017 - 2019, the number of

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applicants at PT TASPEN (Persero) also declined.

To strengthen the analysis a pre-survey was conducted on 20 employees of PT TASPEN (Persero) using an online questionnaire.

Based on pre-survey questionnaire data conducted on 20 employees can be seen the results on

PT TASPEN (Persero) already has policies related to Talent Management but in its implementation it is still not optimal, as seen from the highest frequency of answers in statements regarding Talent Management. As for Knowledge Management, the Company has provided and facilitated employees in sharing knowledge and realized the importance of Knowledge Management, especially in improving the company's reputation through employee performance. From the results of the pre-survey test also showed that the Company's reputation in the eyes of stakeholders is already good, but the frequency of answers does not look so significant difference which means it is still possible that the risk of Company reputation is still not good in the eyes of stakeholders. Apart from that, employees realize the important role of implementing good Talent Management and Knowledge Management in the company will have an impact on improving Company Performance which will also increase the Company's reputation in the eyes of stakeholders, especially attractiveness to prospective applicants to be recruited by the company.

Research Problem Formulation

1. Does Talent Management affect Employee Performance?

2. Does Knowledge Management affect Employee Performance?

3. Does Talent Management affect the Company's Reputation?

4. Does Knowledge Management affect the Company's Reputation?

5. Does Employee Performance affect the Company's Reputation?

Theory And F Hypotheses

Company Reputation

According to the research of Caliskan et al. (2011) Company reputation is a way of looking at or perception of the company by people both inside and outside the company. Such attention was obtained from the Company's Stakeholders. A reputation for a company is an intangible asset or goodwill of a company that has a positive influence on market or company valuations. Where this positive effect will make outsiders, in this case, investors; more trust to invest a number of funds (investment) into the company. The positive side of this condition is that what the company builds to gain trust from investors is also expected to gain trust from consumers.

According to Fajrina (2012) in her research, Reputation is a manifestation of a person's experience with the product, or service they get. A good reputation will increase credibility, making consumers more confident that they will get what they have been promised. Reputation is a guarantee that consumers will get in accordance with the expectations they have.

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Basically the company's reputation is an award obtained by the company because of the advantages that exist in the company, namely the ability of the company so that the company will continue to be able to develop itself to continue to be able to create new things for the fulfillment of consumer needs. In addition, there is high integrity from the company provided to consumers so that the company can provide the best service, the ability of the company to be able to establish close relationships with consumers so that the company can provide services that exceed customer expectations.

Meanwhile, in relation to the workforce, companies that are respected and valued will more easily recruit qualified prospective employees, who can choose and take from the many available job offers. This is the impact of a good company reputation that helps companies to recruit quality talent, especially fresh graduates who want to join the company they want.

From the perspective of the workforce the company has a good reputation if the company can be trusted. In working, employees expect the company where they work can be trusted. By establishing trust with employees, companies can maintain their good reputation. When someone is empowered, committed, and participates in making decisions, employees will feel happy about the job and the company. Feelings of pleasure motivate workers to work and do even better. A positive attitude creates trust, forms a work team, and triggers creativity and innovation. These things can help companies to move faster and surpass competitors.

Employee Performance

In achieving the goals set by the organization can make efforts from quality sources, which can be in the form of development, improvement of work systems, as a continuation of the assessment of employee performance that has been achieved with the capabilities they have in certain conditions (Supriyanto, 2010). Thus performance is the result of the interrelationship between effort, ability, and perception of tasks that have been charged.

According to Nashar, et al. (2018), Performance is the record of one's work as success is achieved in carrying out the tasks assigned to them based on their skills, experience, knowledge and determination for a certain period of time. So it can be said that each employee has a role in improving the company. If it is already owned by each individual, it is expected that a feeling of responsibility for his work will develop, which will also foster a willingness to participate in achieving the goals of his work organization through the implementation of his duties to the maximum.

Then according to Simanjuntak (2011), performance is the level of achievement of the results of the implementation of certain tasks. Performance management is the overall activities carried out to improve the performance of a company or organization, including the performance of each individual and work group in the company. Individual performance, group

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performance and company performance, are influenced by many internal and external organizational factors.

Talent Management

According to Arijanto et al. (2018), Talent Management is a human resource management process related to three processes.

First, develop and strengthen new employees on the first time you enter the company (onboarding).

Second, maintain and develop existing employees in the company. Third, attract as many employees as competent,

Third, attract as many employees as possible who have the competence, commitment and character to work at the company.

In a sense, Talents are individuals who want to be managed by a company because of its advantages. Talent can also be interpreted as an employee who is identified as having the potential to be the company's future leader. In other words, Talent Management is a process of maintaining, developing and strengthening employees, both new employees and employees who are already in the company to create talented employees or develop the talents of employees they already have.

Employees who have this talent must be managed by the company well with a good management system as well. A talent management system that is implemented in an integrated manner with other management functions will provide increased business performance and real employee perfor-

mance. A successful company is one that creates a culture of talent development. Culture of employee talent development consists of programs that specifically consist of the company's strategy in selecting the right employees, placing employees according to their abilities and skills, providing education, training and employee development so as to improve performance at work and retain employees by giving compensation.

According to Pella and Inayati (2011), talent management in a company has two main roles. The first role is to be a value creator and the second role to be a value protector. As a value creator, the duty of every manager and leader in a company is to produce people who have value. The value creator model creates every individual in a high value company which then spreads the value in a series of measures in all directions to produce a momentum of large-scale change. As a value protector means that companies do all kinds of ways to protect individuals with high-value talents produced so as not to be lost swallowed by the temptations of other organizations.

According to Nisa, et al. (2016), talent management is a series of initiatives carried out by the company through the process of identifying, developing, and retaining talented employees to align the right employees with the right job and time based on the company's strategic goals and priorities of the company's activities by optimizing the performance of talented employees so as to create excellence

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business and the achievement of the company's vision.

Based on some of these definitions, it can be concluded that Talent Management is an activity in recruiting, selecting, maintaining, developing human resources who have the talent to be managed in the talent pool for company projections in placing leadership positions in the future. in order to achieve the company's vision through a strategic plan the results of the talent management. Knowledge Management

Knowledge is the main resource for gaining a competitive advantage in the business world. Obtaining comprehensive information about how knowledge is managed and utilized is very important in managing business strategies. According to Khanal and Poudel's (2017) research, knowledge management as every process or practice creates, acquires, captures, shares, and uses knowledge to improve learning and organizational performance. According to the research of Kosasih and Budiani (2008), Knowledge Management becomes guidance on managing intangible assets which are the pillars of the company in creating value (from products / services / solutions) offered by the company to its customers. Therefore, an understanding of the book value of a company must be accompanied by an understanding of the value of the company's intangible assets. In the application of knowledge management can be personal (individual) and are formal and systematic that is easily communicated and shared with each employee.

Based on the opinions of these experts, it can be concluded that knowledge management is a series of processes of creating, communicating, and applying company knowledge to create business value and improve learning and performance of employees and organizations. There are three important elements that are interrelated when wanting to apply knowledge management, namely: People, as the doers of the knowledge process. Process, ensuring that knowledge management is needed in business processes. And Technology, a supporting tool of the knowledge process (Soleh, 2011).

Hypothesis Development

1. Effect of Talent Management on Employee Performance

Talent management is more than just recruiting, succession planning, training and putting people in the right job and the right time. Talent management practices such as job rotation, the organization is able to improve employee competencies that affect the achievement of high employee performance. Based on the above statement, the hypothesis can be formulated as follows:

H1: Talent Management has a positive and significant effect on Employee Performance

2. Effect of Knowledge Management on Employee Performance

Knowledge Management is the process of creating, communicating, and applying company knowledge to create business value and improve

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learning and performance of employees and organizations. Knowledge Management can increase skills and work motivation so as to encourage improvement in individual and organizational performance. Employee performance will achieve maximum results if supported by its knowledge. Based on the above statement, the hypothesis can be formulated as follows:

H2: Knowledge Management has a positive and significant effect on Employee Performance

3. Effect of Talent Management on Company Reputation

A good corporate reputation helps companies to recruit quality people, especially young job seekers who have just graduated from college who want to join the company they value. This reputation improvement can be done by utilizing the existing Human Resources through the Talent Management process, where the company creates and prepares competent talents in fulfilling a good company reputation. Based on the above statement, the hypothesis can be formulated as follows:

H3: Talent Management has a positive and significant effect on the Company's reputation

4. Effect of Knowledge Management on Company Reputation

Knowledge management is one of the elements that is currently popular in improving employee performance in organizations. Organizational awareness in placing knowledge as the main driving force of the organization

so that it becomes superior and developing in order to always maintain the quality of products or services and ensure the implementation of excellent service received by consumers to enhance the company's reputation. Based on the above statement, the hypothesis can be formulated as follows:

H4: Knowledge Management has a positive and significant effect on the Company's reputation

5. Effect of Employee Performance on Company Reputation

High employee performance will have a positive impact on the company's development process. Improving the performance of employees who have the ability and work skills will produce a positive reputation for the company, because every service presentation will be based on quality employee performance. Based on the above statement, the hypothesis can be formulated as follows:

H5: Employee Performance has a positive and significant effect on the Company's Reputation

Research Methods

Time and Place of Research

This research was conducted by the author from April to December 2019 at PT TASPEN (Persero) located on Jalan Letjend. Suprapto No. 45, Cempaka Putih, Jakarta Pusat.

Research Design

The research design used by the author in this study is causal research. According to Sugiyono (2016), causal

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is a causal relationship where the independent variable influences the dependent variable. This study aims to test the hypothesis about the effect of one or several variables on other variables with a statistical test. Where this study aims to determine the effect of Talent Management (X1) and Knowledge Management (X2) on Company Reputation (Y) with Employee Performance (Z) as an intervening variable at PT TASPEN (Persero).

Population and Sample

According to Sugiyono (2016), Population is a generalization area consisting of: objects / subjects that have certain quantities and characteristics determined by researchers to be studied and then conclusions drawn. In this study, the study population was employees at the Head Office and Main Branch Offices of Jakarta PT TASPEN (Persero), totaling 120 people.

According to Sugiyono (2016), the sample is part of the number and characteristics possessed by the population. Thus the sample is a portion of the population whose characteristics are to be investigated, and can represent the entire population so that the number is less than the population.

The population in this study amounted to 120 people. In this study the authors narrowed the population to 120 employees by calculating sample size using the Slovin technique. The research uses the Slovin formula because in sampling, the numbers must be representative so that research results can be generalized, but can be

done with simple formulas and calculations.

Based on the calculation above the sample of respondents in this study were 92.3, adjusted by researchers to as many as 92 people from all the total employees at

PT TASPEN (Persero), this is done to facilitate data processing and for better testing results. Samples were taken based on the probability technique right; simple random sampling, where researchers provide equal opportunities for each member of the population (employees) to be selected into a random sample without regard to strata in the population (Sugiyono, 2016).

Method of Collecting Data

For the success of a study it must be used or used a good data collection technique in order to achieve maximum results. The data collection and retrieval techniques that can be used for this study are questionnaires which are instruments for data collection, where participants and respondents fill in the questions and questions provided by the researcher. (Sugiyono, 2016).

Questionnaires are efficient data collection techniques if researchers want to know about the variables that will be measured and can be expected from respondents. The online questionnaire method provides respondents with a list of questions prepared previously through the use of digital application sites, such as Google docs, e-mail and Google spreadsheets in the distribution of questionnaires.

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Results And Discussion   *Data Analysis*

Convergent Validity Test Results:

Variabel	Indikator	Outer Loadings	Keterangan
Talent Management	TM1	0,794	Valid
	TM2	0,710	Valid
	TM3	0,841	Valid
	TM4	0,792	Valid
	TM5	0,771	Valid
	TM6	0,785	Valid
Knowledge Management	KM4	0,801	Valid
	KM5	0,788	Valid
	KM7	0,823	Valid
	KM8	0,848	Valid
	KM9	0,813	Valid
	KM10	0,792	Valid
	KM11	0,791	Valid
	KM12	0,783	Valid
	KM13	0,822	Valid
Kinerja Karyawan	KK1	0,842	Valid
	KK2	0,870	Valid
	KK3	0,736	Valid
	KK4	0,808	Valid
	KK6	0,872	Valid
	KK7	0,859	Valid
	KK8	0,734	Valid
	KK9	0,880	Valid
	KK10	0,862	Valid
	KK11	0,885	Valid
	KK12	0,826	Valid
Reputasi Perusahaan	RP1	0,763	Valid
	RP2	0,850	Valid
	RP3	0,832	Valid
	RP4	0,773	Valid
	RP5	0,843	Valid
	RP6	0,861	Valid
	RP7	0,806	Valid
	RP8	0,810	Valid
	RP10	0,739	Valid

Based on the Convergent Validity Test Results Table and Figure 4.2

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Convergent Validity Test Results can be seen that all indicators are valid with a loading factor above 0.7.

In addition to seeing the value of load-

ing factors, convergent validity can also be assessed by looking at the value of Average Variance Extracted.

Konstruk	AVE	Keterangan
Talent Management (X_1)	0,613	Valid
Knowlegde Management (X_2)	0,607	Valid
Employee performace(Z)	0,698	Valid
Company reputaton (Y)	0,656	Valid

From Table 4 on the Convergent Validity (AVE) Test Results above, it can be seen that each construct has fulfilled the criteria with an Average Variance Extracted (AVE) value above 0.50.

Discriminant Validity Test Results

Discriminant validity testing is a reflective indicator that can be seen in the cross loading between the indicator and its construct. According to Ghozali et al. (2015), an indicator is declared valid if it has the highest loading factor

to the intended construct compared to loading factor to other constructs. Thus, latent constructs predict indicators in their blocks better than indicators in other blocks.

From the Cross Loading Test results it can be concluded that the value of the loading factor in each construct intended is greater than the value of the loading factor with the other constructs. It can be concluded that all indicators that there are no problems in discriminant validity.

Discriminant Validity (Fornell Lacker Criterium)

	Employee perfomrnce	Knowledge Management	Company reputation	Talent Management
Employee performce	0,836			
Knowledge Management	0,700	0,808		
Company reputaton	0,778	0,796	0,810	
Talent Management	0,714	0,724	0,718	0,783

Source : Output PLS

From the table above it can be seen that the square root value of extracted average variance is 0.836; 0.808; 0.810 and 0.783. These values are greater than the correlation of each construct and meet the discriminant validity criteria.

Composite Reliability and Cronbach's Alpha Test Results

Konstruk	*Cronbach's Alpha*	*Composite Reliability*	remarks
Knowlegde Management	0,919	0,933	Reliable
Talent Management	0,873	0,905	Reliable
Employee perfomance	0,956	0,962	Reliable
Company reputation	0,934	0,945	Reliable

From the Composite Reliability and Cronbach's Alpha Test Results Table above shows all latent variable values have Composite Reliability value ≥ 0.7. And the results of the Cronbach's Alpha test also show that all latent variable values have a Cron bach's Alpha value ≥ 0.7. From these results, it can be concluded that the construct has good reliability or the questionnaire used as a tool in this research has been reliable or consistent.

Structural Model Testing or Hypothesis Test (Inner Model)

R-square Value Test Results

Konstruk	R-square	Persentase
Employee performance (M)	0,549	54,90%
Company reputation (Y)	0,766	76,60%

Source : Output PLS

From the table above it can be seen that the value of R-Square (R2) or the coefficient of determination of the construct of employee performance is 0.549 and the construct of the company's reputation is 0.766. These results indicate that the dependent variable of employee performance can be explained by the independent variables namely knowledge management and talent management by 54.90% while the remaining 45.10% is explained by other independent variables and the dependent variable of the company's reputation can be explained by the independent variables namely knowledge management and talent management of

76.60% while the remaining 23.40% is explained by other independent variables.

Goodness of Fit Model Testing Results

The calculation results show a predictive-relevance value of 0.8944 which is greater than 0 (zero), which means that 89.45% of the variation in the dependent variable of employee performance and company reputation is explained by the independent variables used. So that the model can be considered feasible to have relevant predictive value.

Hyphothesis Test

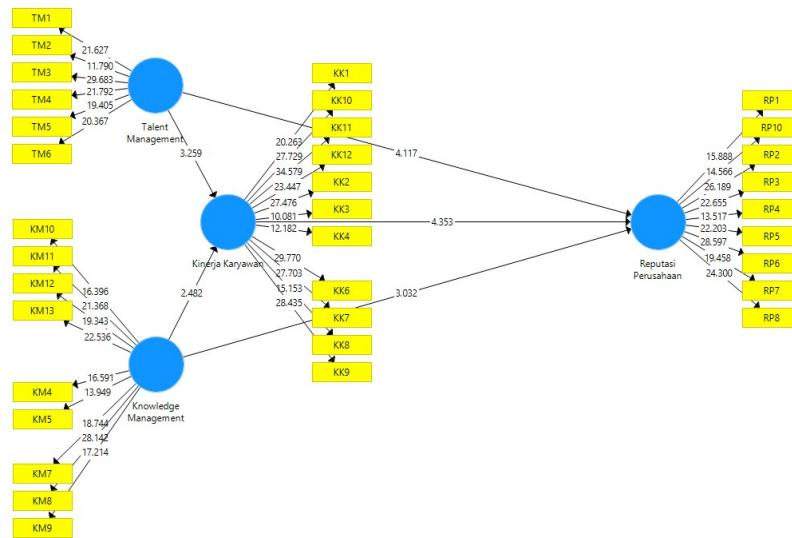|	Original Sample	Std. Deviation	T-Statistics	P Values	Ket.
Direct Effect)					
$X_1 \rightarrow M$	0,427	0,131	3,259	0,001	Positif - Signifikan
$X_2 \rightarrow M$	0,348	0,140	2,482	0,013	Positif - Signifikan
$X_1 \rightarrow Y$	0,362	0,088	4,117	0,000	Positif - Signifikan
$X_2 \rightarrow Y$	0,265	0,087	3,032	0,003	Positif - Signifikan
$M \rightarrow Y$	0,334	0,077	4,353	0,000	Positif - Signifikan
Indirect Effect ()					
$X_1 \rightarrow M \rightarrow Y$	0,143	0,053	2,679	0,008	Positif - Signifikan
$X_2 \rightarrow M \rightarrow Y$	0,211	0,089	2,292	0,038	Positif - Signifikan

Source : Output PLS

Discussion of Research Results

1. Effect of Talent Management on Employee Performance

Based on the hypothesis test in this study, the T-statistic value was 3.259, the original sample value was 0.427, and the P value of 0.001. The T-statistic value is greater than the T-table value of 1.96, the original sample value shows a positive value, and the P Values value is less than 0.05, these results indicate that talent management has a positive and significant effect on employee performance. According to research conducted by Sadri et al. (2015) showed a significant positive relationship between Talent

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Bootstrapping

Management and staff performance in the organization. According to Nisa, et al (2016), the first factor influencing employee performance was individual factors which included talents and knowledge as abilities possessed by individuals from birth. This is in line with research by Mangusho et al. (2015) and Rachmadinata & Ayuningtias (2017) which states that through talent management practices such as job rotation, organizations are able to improve employee competencies that affect the achievement of high employee performance.

2. Effect of Knowledge Management on Employee Performance

Based on the hypothesis test in this study, the T-statistic value was 2.482, the original sample value was 0.348, and the P value of 0.013. The T-statistic value is greater than the T-table value of 1.96, the original sample value shows a positive value, and the P Values value is less than 0.05, these

results indicate that knowledge management has a positive and significant effect on employee performance. According to Nashar, et al. (2018), Performance is the record of one's work as the success achieved in carrying out the tasks assigned to them based on their skills, experience, and determination as well as for a certain period of time. This is supported in the research of Monsow, et al. (2018) which states that employee performance will achieve maximum results if supported by knowledge and capabilities. These results are also in line with Khanal & Poudel's (2017) study, where the results clearly show that the Knowledge Management process component has a significant relationship with employee performance.

3. Effect of Talent Management on Company Reputation

Based on the hypothesis test in this study, the T-statistic value was 4.117, the original sample value was

0.362, and the P value of 0.000. The T-statistic value is greater than the T-table value of 1.96, the original sample value shows a positive value, and the P Values value is less than 0.05, these results indicate that talent management has a positive and significant effect on the company's reputation. The results of the study are in line with the results of the study of Salih & Alnaji (2014) which shows that there is a significant impact of Talent Management in increasing the Company's Reputation.

4. Effect of Knowledge Management on Company Reputation

Based on the hypothesis test in this study, the T-statistic value was 3.032, the original sample value was 0.265, and the P value of 0.003. The T-statistic value is greater than the T-table value of 1.96, the original sample value shows a positive value, and the P Values value is less than 0.05, these results indicate that knowledge management has a positive and significant effect on the company's reputation. The results of the study are in line with those of Zabala et al. (2005) which states that proper intellectual capital management shows a significant increase in the value or reputation of a company.

5. Effect of Employee Performance on Company Reputation

Based on the hypothesis test in this study, the T-statistic value was 4.353, the original sample value was 0.334, and the P value of 0.000. The T-statistic value is greater than the T-table value of 1.96, the original sample value shows a positive value, and the P Values value is less than 0.05, these results indicate that employee perfor-mance has a positive and significant effect on the company's reputation. According to Rahmawati (2017) states that the assessment and reputation of the company from outside parties on quality comes from the company's performance in the past. This is in line with research Honggui et al. (2016) which states that performance has a significant positive relationship with the growth of company reputation.

Conclusions

1. Talent management has a significant positive effect on the performance of PT TASPEN (Persero) employees. This means that if talent management is implemented very well, it will improve employee performance.

2. Knowledge management has a significant positive effect on the performance of PT TASPEN (Persero) employees. This means that if good employee knowledge management will be easily utilized by other employees so that a

3. Talent management has significant positive effect on the reputation of PT TASPEN (Persero). This means that the application of good talent management will enhance the company's reputation.

4. Knowledge management has a significant positive effect on the reputation of PT TASPEN (Persero). This means that good management of employee knowledge will enhance the company's reputation.

5. Employee performance has a significant positive effect on the reputation of PT TASPEN (Persero). This means that the better the level of employee performance will increase the company's reputation.

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