

ABSTRACT

Human resources or also known as Human Capital in a company is an important asset for the banking sector, one of which is BRI, especially at the Demak Branch Office. Although some employees of BRI Demak Branch have achieved good performance, there are still a small number of employees who show performance below target so that there is a gap between expectations and field facts. Therefore, this study aims to see the factors that influence employee performance, namely behavioral attitudes, competence, and achievement motivation.

This research method uses a quantitative method with SmartPLS 3.0 software tools to process questionnaire data. The data source was taken from a questionnaire distributed to all BRI employees via Google Form media.

Based on the processing of questionnaire data, the results of the study inform that competence has a significant influence on individual performance. Meanwhile, behavioral attitudes and achievement motivation did not have an effect on individual performance. However, different results show that behavioral attitudes and achievement motivation have an effect on individual performance. Then behavioral attitudes have an effect on individual performance if achievement motivation acts as a mediation. Finally, achievement motivation did not provide a mediating role on competence against behavioral attitudes

Keywords: *Behavioral Attitudes, Achievement Motivation, Competence, Individual Performance*