

ABSTRACT

In a tight competition, consumer satisfaction became company main priority in order to survive, compete and to dominate market. To anticipated many changes that happen in business environment that become more efisien and efektif, a company needs to reevaluate and oriented to consumers needs from that fact a company has to realize that offering a high quality service can be a key to a successful business.

Employee empowerment need to have a serious attention because empowerment reflect on employee self confidence or his company capability to face various challenge and problems, and it can push employee to become more productive. High employee performance can be a sign of a success empowerment process. Employee that have high performance shows strong intention to unleashed extra energy to improve his performance and company performance. Employee empowerment could not work properly without locus of control, job motivation and trust that support each other.

To collect samples for this research, reseacher use sensus metode and each sample consist of 145 respondent. To collect data, researcher use quesioners that distribute to respondents. This research use Structural Equation Modelling (SEM) for data analysis technique.

The result from data analysis tell us that three variables that is locus of control, job motivation and trust can influence employee empowerment and employee performance. Variable that has bigger influence is trust.