

**PENGARUH *HUMAN CAPITAL*, *EMPLOYEE STOCK OPTION PLAN* DAN STRATEGI DIVERSIFIKASI TERHADAP KINERJA PERUSAHAAN PADA PERUSAHAAN MANUFAKTUR DI BURSA EFEK INDONESIA PERIODE TAHUN 2014-2018**

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**Abstrak**

Penelitian ini bertujuan membuktikan dan menganalisis pengaruh human capital, employee stock option plan dan strategi diversifikasi terhadap kinerja perusahaan.Pada penelitian ini yang menjadi sampel adalah beberapa perusahaan manufaktur di Bursa Efek Indonesia.Metode pengambilan sampel yang digunakan purposive sampling. Metode analisis yang digunakan adalah kuantitatif yaitu dengan menggunakan model regresi data panel dan uji t-statistik. Berdasarkan hasil pengujian hipotesis ditemukan bahwa *human capital* tidak berpengaruh terhadap kinerja perusahaan manufaktur di Bursa Efek Indonesia. Pada hasil pengujian hipotesis juga ditemukan bahwa *employee stock option plan* dan diversifikasi usaha berpengaruh terhadap kinerja perusahaan manufaktur di Bursa Efek Indonesia.

**Kata Kunci:** *Human Capital*, *Employee Stock Option Plan*, Strategi Diversifikasi & Kinerja Perusahaan

***THE INFLUENCE OF HUMAN CAPITAL, EMPLOYEE STOCK OPTION  
PLAN AND DIVERSIFICATION STRATEGY ON COMPANY  
PERFORMANCE IN COMPANIES MANUFACTURING IN INDONESIA  
STOCK EXCHANGE FOR 2014-2018***

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***Abstract***

*This study aims to prove and analyze the effect of human capital, employee stock option plans and diversification strategies on company performance. In this study the samples were several manufacturing companies on the Indonesia Stock Exchange. The sampling method used was purposive sampling. The analysis method used is quantitative, namely by using a panel data regression model and t-statistical test. Based on the results of hypothesis testing, it is found that human capital has no effect on the performance of manufacturing companies on the Indonesia Stock Exchange. The results of hypothesis testing also show that employee stock options and business diversification have an effect on the performance of manufacturing companies on the Indonesia Stock Exchange.*

***Keywords: Human Capital, Employee Stock Option Plan, Diversification  
Strategy & Company Performance***