

# Exploring Bell Curve Performance Measurement of Employee Halal Certified Logistic in West and East Java.

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- **Abstract:** Bell Curve employee performance appraisal is the most popular performance measurement method, but there are many pro and contra arguments for this method, one of the concern is considering that performance measurement is one of the crucial factors that may impact to work motivation of employees, particularly for employee who work in tight standards, like Halal Standard. This paper aims to explore the impact of performance management and work motivation on employee performance that is measured using the Bell Curve method. Data was collected thru the distribution of a questionnaire to 163 employees of Halal Certified Contract Logistic in East and West Java, Indonesia. Data were analyzed with Structural Equation Modeling (SEM) using the software Smart-PLS. The result of the analysis are performance management and work motivation have a positive and significant effect on employee performance. Work motivation also mediated the performance management on employee performance. The result was interesting because Bell Curve method were attracted many contra arguments in fairness, accuracy, and objective of calculation, but this study affirmed that Bell Curve is still capable to measure the performance of employee. This study also conclude that performance appraisal is an important feature in performance management, Therefore the selection of a performance appraisal method that is compatible with the implemented standards is very important for the effectiveness of organization.
- **Keywords:** Bell Curve, Halal Certified, Performance Management, Work Motivation, Employee Performance