

ABSTRACT

(ANGGER RAHMANSYAH / 1900861201136 / 2024 / THE INFLUENCE OF WORK MOTIVATION ON EMPLOYEE PERFORMANCE AT PT. INFORMA JAMBI / LECTURER I DR. OSRITA HAPSARA, SE, MM. / LECTURER II DRS, RASDI, MM)

Work motivation plays a very important role on employee performance. Therefore the purpose of this study was to describe the work motivation and employee performance, as well as to identify and analyze the influence of work motivation on the employee performance at PT. Informa Jambi.

The research method in this research is descriptive and quantitative method. Spreading questionnaires with samples, the sample in this study amounted to 33 respondents. Data analysis used SPSS Ver 22 and used a simple linear regression model with the result $Y \text{ count} = a + b.X + e$.

Data analysis used SPSS Ver 22 and used a simple linear regression model with the result $Y \text{ count} = 0.973 + 0.579X + e$. Determination test with R^2 of 32.5%. T test with a ratio of $t_{\text{count}} 4.753 > t_{\text{table}} 1.69552$ then H_0 is accepted as H_1 . Rejected. To analyze the effect of work motivation on the employee performance at PT. Informa Jambi. The regression coefficient of Work Motivation (X) is 0.579, meaning that work motivation (X) has increased by 1, so the performance (Y) employees of PT. Informa Jambi.

The coefficient of determination is known from the value of $R^2 = 0.325$ (32.5%) which means that work motivation (X) is able to explain the employee performance (Y) at PT. Informa Jambi, which is equal to 32.5% and the remaining 67.5% is influenced by other variables. Not investigated in this study.

Based on the t test, the t_{count} value is 4.753 and the t_{table} is 1.69552. From the results of the comparison it can be seen that the test with a comparison of $t_{\text{count}} 4.753 > t_{\text{table}} 1.69552$ then H_0 is accepted as H_1 becomes. Rejected. This means that work motivation influence the performance of employees at PT. Informa Jambi.

Keywords: Work Motivation and Employee Performance