

ABSTRACT

(ERLANGGA FERDIYANSAH / 1900861201064 / 2023 / THE EFFECT OF WORK MOTIVATION ON EMPLOYEE PERFORMANCE IN THE CREDIT MARKETING OFFICER SECTION AT PT. PRIMA KONSUMEN FINANCE JAMBI CITY / LECTURER I DR. H. SAIYID SYEKH, M.Sc. / LECTURER II GUPRON, S.KOM, M.COM)

Work motivation plays a very important role on employee performance. Therefore the purpose of this study was to describe the work motivation and performance of the employees of the Credit Marketing Officer Section, as well as to identify and analyze the effect of work motivation on the performance of the employees of the Credit Marketing Officer Section at PT. Prima Consumer Finance Jambi City.

The research method in this research is descriptive and quantitative method. Spreading questionnaires with samples, the sample in this study amounted to 37 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 $Y \text{ count} = 1.116 + 0.527X + e$. Determination test with R^2 of 37.6%. T test with a ratio of $t_{\text{count}} 3.547 > t_{\text{table}} 1.68957$ then H_0 is accepted as H_1 . Rejected. To analyze the effect of work motivation on the performance of employees of the credit marketing officer at PT. Prima Consumer Finance Jambi City. The regression coefficient of Work Motivation (X) is 0.527, meaning that work motivation (X) has increased by 1%, so the performance of the credit marketing officer (Y) employees of PT. Prima Consumer Finance Jambi City.

The coefficient of determination is known from the value of $R^2 = 0.376$ (37.6%) which means that work motivation (X) is able to explain the performance of employees in the credit marketing officer (Y) section at PT. Prima Consumer Finance Jambi City, which is equal to 37.6% and the remaining 62.4% is influenced by other variables. Not investigated in this study.

Based on the t test, the t_{count} value is 3.547 and the t_{table} is 1.68957. From the results of the comparison it can be seen that the test with a comparison of $t_{\text{count}} 3.547 > t_{\text{table}} 1.68957$ then H_0 is accepted as H_1 becomes. Rejected. This means that work motivation affects the performance of credit marketing officer employees at PT. Prima Consumer Finance Jambi City.

Keywords: Work Motivation and Employee Performance