ABSTRACT

Making traditional batik requires seven professions with special skills or human resources that are different from each other. Therefore, good management or management of human resources needs to be carried out by companies to maximize their employees' performance. Even though the performance of Rumah Batik Komar's employees has increased, the company still realizes that to achieve maximum employee performance it is necessary to improve employee performance because the batik-making process is very dependent on human resources.

One of the factors that can encourage increased productivity of human resources is efforts to increase work motivation, such as providing for both external and internal needs. This research aims to find out whether work motivation and the physical work environment influence the performance of the employees of Rumah Batik Komar.

The author used a quantitative approach method with a descriptive research type in this research. Sampling using the probability sampling method and the type of sample used is simple random sampling, with a total sampling of 138 employees. Data analysis techniques use descriptive analysis and multiple linear regression analysis.

The results of descriptive analysis research show that work motivation, physical work environment, and employee performance are in a good category. The results of multiple linear regression analysis show that the variables of work motivation (X1) and physical work environment (X2) on employee performance (Y) have a significant influence and have a positive value. This research concludes positive and significant effects on the performance of Rumah Batik Komar employees.

Keywords: *Work motivation, physical work environment, and employee performance*