

ABSTRACT

This study aims to determine the effect of work motivation on employee performance at PT . Saluyu Prima Group , which is one of the companies engaged in the field of public transport operating in Tasikmalaya . Motivation aims to increase and enhance the performance of employees at PT . Saluyu Prima Group , and therefore the motivation to work in a company / organization is a matter that needs to be learned and interesting to study .

In this study, researchers used the theory of motivation by McClelland and theory according Hasibuan performance . In motivation theory of McClelland, there are three kinds of human needs , among others, need for achievement, need for affiliation and need for power. According Hasibuan five other indicators in performance between individual competencies , organizational support , management support , internal factors and external factors .

The method used in this research is descriptive quantitative research methods , sampling techniques are nonprobability sampling with purposively by distributing questionnaires to 192 respondents. Analysis of the data used a simple regression analysis . Hypothesis testing using t-test . The results showed that H0 is rejected and H1 accepted meaning of work motivation have a significant effect on employee performance .

Based on the study , the overall response variable is considered very high motivation and useful for improving the performance , respondents regarding the employee 's performance is exceptionally high indicates that the employees of PT . Saluyu Prima Group has a very high performance . Partially work motivation significantly affect the performance of the employee . employees are advised to be able to establish good relationships with co-workers . Especially in improving interactions with other people , so if there are problems in the work are expected to discuss any decision with other colleagues in advance . employees are also advised to be able to adjust to other work colleagues whatever the nature and character and is recommended to appreciate the other employees in carrying out the work .

Keywords : *Work Motivation , Employee Performance*