

ABSTRACT

This research is examine the issues of the employee stress level which often descend among workers. The development of automotive industry in Indonesia is progressing very rapidly. As of the society demand for motorcycle tend to increase. This caused increasingly fierce competition among the automotive company. Therefore, the employee likely to experience job stress.

The job stress's trigger mainly refer from Robbins's theory (2008) are combined into 7 elements as the variables on these research. The elements consisting of the design of individual jobs, working condition, burden of roles, role conflict, ambiguity role, interpersonal relationship and social support.

This research included an explorative research with a quantitative approach. With a total 200 respondents from sales department on PT. Astra Honda Motor, researcher use *Proportional random sampling* technique & Analysis factor by SPSS 20.

The result from this research have found a multiple factors as a job stress's triggers to a workers on the sales department PT. Astra Honda Motor, West Java. 33,014% for job demands, 17,685 % for demands of the role, and 14,614% for personal demands. From these three factors explained that the company had to approach and observe the job demands experienced by employees. The company must also have known the load and demands of the role of employees in the work. Moreover, personal demands has it effect of the harmony between employers and employees as well as employees among employees itself so that the target will be achieved.

Keywords : *Analysis factor, Job stress, Sales*