ABSTRACT

In the current era of an employee will be motivated if their needs are met, if it is met, then there will be job satisfaction have a positive impact on the performance of employees in the company. High employee performance will support the productivity of a company, so it should be the leadership of a company concerned with improving the performance of its members for the betterment of the organization. Increased employee performance is also closely related to how a company mainly leaders to motivate its employees.

Through this study will research the influence of motivation as the independent variable and is supported by some of the control variables, namely Need for Achievement, Need for Power, Need for Affiliation and employee performance as the dependent variable.

The data in this study using SPSS version 20.0 software application contained on the operating system Windows 7. The analysis technique used in this study using the technique of Multiple Linear Regression Analysis for quantitatively calculate the effect of a change in the incidence of variable X to other occurrences (variable Y). And using classical assumptions. In addition, use is also testing the hypothesis that consists of the analysis of the coefficient of determination, F test and t test statistics.

The results of data processing was found that the motivation variable influence on employee performance moderated by Need for Achievement affect the performance of employees, Need for Power influence on employee performance, Need for afiliation affect the performance of employees at startup companies NoLimitID Bandung.

Keywords: Motivation, Employee Performance, Need for Achievement, Need for Power, Need for afiliation