

ABSTRACT

This study aims to determine the influence of work motivation towards employees' performance at PT. Gramedia Asri Media Branch of Emerald Bintaro. The issue in this study is about how motivation and employees' performance at the PT. Gramedia Asri Media Branch of Emerald Bintaro in achieving the performance of employees who have not met the targets and expectations set by the company.

This study is a quantitative descriptive yet causal research with all the employees at PT. Gramedia Emerald Bintaro as the population while the number of respondents were 51 respondents. The data analysis techniques used in the study are descriptive analysis and simple linear regression analysis.

Based on the results of hypothesis test, overall, the work motivation has partial significant effect on employees' performance at PT. Gramedia Asri Media Emerald Bintaro. Based on the coefficient of determination, motivation to work affects the employees performance by 68,06 % and 31,94% were affected by other variables, which are not examined in this research.

Keywords : Motivation, motivation to work, performance