

THE EFFECT OF MOTIVATION ON PERFORMANCE FROM THE JOURNALIST OF TRIBUNE JAWA BARAT NEWSPAPER

ABSTRACT

Motivation is one of the supporting factors of success in a company for achieving its goals. This factor will certainly create an optimal performance from employees to achieve company's goals. For employees to be given motivation will push them to work more effectively and efficiently. As for the purpose of this research is to find out how motivation impacts performances by the journalist of Tribune Jawa Barat newspaper. This research used quantitative methods and descriptive type of research. This research used 25 respondents with saturated samples as sampling technique. The data analysis technique used in this research are descriptive analysis, and a simple linear regression analysis. The data processing is carried out with the help of SPSS software 22. Based on the result of the descriptive analysis, the motivation of the journalist from the Tribune Jawa Barat newspaper is in the high category with 82% in percentage, while the performance also is in the high category with 85% in percentage. From the result of simple linear test can be proven that: the motivation does give impact on the performance of the journalist from Tribune Jawa Barat newspaper. Based on the results of hypothesis test show that overall motivation in partial way gives impact significantly to the performance of the journalist Tribune Jawa Barat newspaper. Based on the results of the determination coefficient, motivation gives impact on the journalist performance as big as 45.5% and the rest 54.5% is affected by other variables which not examined in this research.

Keywords: *Motivation, Performance, Tribune Jawa Barat*