ABSTRACT

This research was conducted to determine the effect of motivation on employee performance at PT Astra International Tbk Toyota Sales Operation (AUTO2000) Soekarno Hatta Bandung Branch. The purpose of this study was to find out and analyze how the motivation given to employees, knowing the description of employee performance, knowing the magnitude of the effect of motivation simultaneously and partially on employee performance.

The type of research used is descriptive and causality methods. With the type of data needed for this study are primary data and secondary data. Sampling is done by saturated sampling method, where the number of samples taken is the entire population of 100 people. The statistical analysis method used is simple linear regression analysis. The data analysis used is descriptive analysis, classical assumption test and simple linear regression analysis.

From the results of data processing, it is known that employee motivation has a value of 91.50% included in the excellent category and employee performance of 90.41% including the excellent category. The influence of motivation on employee performance is 41.8% while the remaining 58.2% is influenced by other variables not examined in this research.

Keywords:** **Motivation, Employee Performance, Human Resources