

ABSTRACT

Railways are the main choice of transportation for Indonesians. PT. Kereta Api Indonesia (Persero) has won many awards from overseas. Conditions faced by the Commercial Passenger Marketing Unit at the Head Office of PT. Kereta Api Indonesia (Persero) Bandung, namely a decline in motivation and performance.

The purpose of this study was to see how the level of external motivation and internal motivation, the level of employee performance, and how the influence of external motivation and internal motivation on employee performance at the Commercial Passenger Marketing Unit of the Head Office of PT. Kereta Api Indonesia (Persero) Bandung.

This research method uses a quantitative approach. Data collection is done by distributing questionnaires to all employees of the Commercial Passenger Marketing Unit at the Head Office of PT. Kereta Api Indonesia (Persero) Bandung, which is as many as 45 people with saturated sampling techniques (non-probability sampling). The measuring instrument in this study uses five Likert scales. The analysis technique used in this study is multiple linear regression analysis and descriptive analysis. To test the author's data using the normality of the one sample Kolmogorov-Smirnov method with a normal p-plot, heteroscedasticity test using the glejser test and scatter plots, multicollinearity tests, and test the coefficient of determination.

Based on the processed data it is known that the level of external motivation and internal motivation are categorized as very good and employee performance is categorized very well as well. In this study, it is known that external motivation and internal motivation have a significant positive effect on the performance of employees of the commercial passenger marketing head office of PT. Kereta Api Indonesia (Persero) Bandung. These results indicate that when external motivation and internal motivation increase, employee performance increases. And vice versa when external motivation and internal motivation decrease, employee performance decreases. Then the results of the hypothesis received are H1.

Keywords: External Motivation, Internal Motivation, Employee Performance