

ABSTRACT

This research was conducted to determine the conditions of work motivation and employee performance of PT. RAJASALAND, the purpose of this research is to find out and analyze the motivation of employee performance, know and analyze the performance of employees and find out how the influence of work motivation on employee performance at PT. RAJASALAND. This research uses quantitative methods with descriptive-causality research type. Sampling was done by non-probability sampling method, with a total of 50 respondents. The data analysis technique used is descriptive analysis and simple linear regression analysis. Based on the results of partial hypothesis testing, work motivation affects the performance of employees at PT. RAJASALAND.

This is proved by obtaining a t table value of ± 1.67722 . T test results obtained based on processed SPSS can be obtained a significance value of 0,000 and t-count (7,769) > t-table (1,67722) so that H0 is rejected and H1 is accepted. That is, work motivation has a significant effect on employee performance at PT Rajasaland in the city of Bandung.

Based on the coefficient of determination found that the effect of work motivation on employee performance by 55.7% and the remaining 44.3% is influenced by other variables not examined in this study. The conclusion in this study work motivation has a positive effect on the performance of employees of PT RAJASALAND in the city of Bandung.

Keywords: Work Motivation, Employee Performance.