

ABSTRACT

X Creative Hub is a creative industry engaged in Entertainment and Agency. As a new company in the creative industry, X Creative Hub wants to continue to improve the work productivity of its employees by achieving company performance. So, the role of human resources is very important to face the challenges of managing productivity in the company, besides that the motivation of each individual is also considered so that X Creative Hub employees have achievements in their work. This research was conducted to determine the effect of work motivation on employee productivity at X Creative Hub Bandung. The purpose of this research is to analyze how work motivation can affect employee productivity at X Creative Hub Bandung.

The method used in this research is descriptive analysis technique. The population and sample in this study were employees of X Creative Hub. The sampling method used in this study is the saturated sample method so that all the population is sampled as many as 16 respondents. The sampling technique in this study is probability sampling with a simple linear regression analysis method. Data processing is done using SPSS ver.25 software for windows.

Based on the hypothesis that has been analyzed by the researcher, the result is that Work Motivation (X) is 75.36% and is in the good category. Employee Work Productivity (Y) is 75.5% and is in the good category. From the results of testing the hypothesis that work motivation partially has a significant effect on employee productivity at X Creative Hub Bandung.

Keywords: *Human Resource Management, Work Motivation, Employee Work Productivity.*