

## ABSTRACT

Dreezel Coffee is one of the coffee shops in Bandung city which was founded in 2015, by Andre Zhafiri and Dio Prima Winandra as the founders of Dreezel Coffee. Dreezel Coffee is a company that concentrates on coffee-based products and then Dreezel Coffee has a roastery and also a coffee shop. Dreezel Coffee pays great attention to their employee performance and makes efforts to encourage improvement in its performance. Based on data obtained in the period from 2020 to 2021, employee performance has not reached the targets set by the company. The purpose of this study is to find out and analyze the impact of discipline and work motivation on employee performance at Dreezel Coffee.

This research uses quantitative methods with a descriptive type of research. Sampling was carried out using a non-probability sampling method, namely saturated sampling, with a total of 37 respondents. The data analysis techniques used are descriptive analysis and multiple linear regression analysis.

Based on the results of simultaneous hypothesis testing, discipline and work motivation have a significant effect on employee performance at Dreezel Coffee. This is evidenced from  $F_{\text{count}} > F_{\text{table}}$  ( $345.106 > 3.28$ ) with a significance level of  $0.000 < 0.05$ . Based on the results of the partial hypothesis (t test) it was found that the variables of discipline and work motivation had a significant effect on employee performance at Dreezel Coffee. Based on the coefficient of determination, it was found that Dreezel Coffee's discipline and work motivation were able to explain employee performance by 95% and the remaining 5% was influenced by other factors that were not studied in this study such as work environment factors, leadership style, organizational culture, job satisfaction, and others.

The conclusion of this study, work discipline and motivation have entered the good category, but there are several items that need to be improved, such as companies giving directions to employees to be more initiative in carrying out their duties, companies giving directions so that employees can build two-way communication because there are things that are not understood by employees at work, and the company Giving appreciation to employees who are never late at work.

**Keywords:** Discipline, Work Motivation and Employee Performance.