

ABSTRACT

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THE INFLUENCE OF MOTIVATION, WORK DISCIPLINE, AND WORK ENVIRONMENT ON EMPLOYEE'S JOB SATISFACTION AT CV POLARIS BRIDES SECRET, MEDAN

(xvi+128 pages; 9 figures; 34 tables; 9 appendixes)

The bridal industry is one of the industry that is available in every town because it is crucial and needed by every party who wanted to conduct the event especially wedding party. CV Polaris Brides Secret is one of the service company that is engage in such an industry. The purpose of conducting this research is to analyze whether motivation, work discipline, and work environment have significant influence on employee's job satisfaction at CV Polaris Brides Secret Medan.

Primary and secondary data are used in this research, the questionnaires are distributed to the employee of CV Polaris Brides Secret, Medan. Data is measured by validity and reliability test. The sampling method used in this study is probability sampling method, specifically census method.

The gathered data is analyzed using SPSS 25.0 that the research model is being tested using normality, heteroscedasticity, multicollinearity, and linearity test. The data also tested with multiple linear regression and coefficient of determination test, and hypothesis test are done with F-Test and T-Test.

The purpose of this study is to evaluate which between Motivation, Work Discipline, and Work Environment has the greatest influence on Employee's Job Satisfaction of CV Polaris Brides Secret. The study has indicated that Motivation, Work Discipline, and Work Environment are having significant influence towards Employee's Job Satisfaction of CV Polaris Brides Secret partially and simultaneously.

Keywords: Motivation, Work Discipline, Work Environment, Employee's Job Satisfaction

References: 27 (1970-2022)

ABSTRAK

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THE INFLUENCE OF MOTIVATION, WORK DISCIPLINE, AND WORK ENVIRONMENT ON EMPLOYEE'S JOB SATISFACTION AT CV POLARIS BRIDES SECRET, MEDAN

(xvi+128 halaman; 9 gambar; 34 tabel; 9 lampiran)

Industri bridal merupakan salah satu industri yang ada di setiap kota karena sangat penting dan dibutuhkan bagi setiap pihak yang ingin mengadakan acara terutama pesta pernikahan. CV Polaris Brides Secret merupakan salah satu perusahaan jasa yang bergerak di bidang industri tersebut. Tujuan dilakukannya penelitian ini adalah untuk menganalisis apakah motivasi, disiplin kerja, dan lingkungan kerja berpengaruh signifikan terhadap kepuasan kerja karyawan pada CV Polaris Brides Secret Medan.

Penelitian ini menggunakan data primer dan sekunder, penyebaran kuesioner kepada karyawan yang ada di CV Polaris Brides Secret, Medan. Data kemudian dihitung dengan uji validitas dan uji reliabilitas. Metode sampling yang digunakan adalah probabilitas, yaitu *census method*.

Data yang telah terkumpul kemudian diolah menggunakan aplikasi SPSS 25.0 diuji dengan tes normalitas, heteroskedastisitas, multikolinearitas, dan linearitas. Selanjutnya pengujian regresi linear berganda, koefisien determinasi dan diikuti uji hipotesis terdiri dari uji T dan uji F.

Tujuan dari penelitian ini adalah untuk mengevaluasi mana antara Motivasi, Disiplin Kerja, dan Lingkungan Kerja yang memiliki pengaruh paling besar terhadap Kepuasan Kerja Karyawan CV Polaris Brides Secret. Hasil penelitian menunjukkan bahwa Motivasi, Disiplin Kerja, dan Lingkungan Kerja berpengaruh signifikan terhadap Kepuasan Kerja Karyawan CV Polaris Brides Secret secara parsial dan simultan.

Kata kunci: Motivation, Work Discipline, Work Environment, Employee's Job Satisfaction

Referensi: 27 (1970-2022)