

## **Abstract**

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**EXAMINING THE EFFECT OF STRATEGIC ORIENTATION AND WORK MOTIVATION ON BUSINESS PERFORMANCE, INNOVATIVE CLIMATE AND JOB PERFORMANCE ON PT. TIRTA MULTI BANGUNAN EMPLOYEES**

(xii + 118 pages; 4 figures; 24 table; 2 Appendices)

Every company all around the world needs to have the essential skills that are needed to become a successful company and doing so it's not just about strategies, goals, etc. it's determined also by their employees and how they contribute to the company which makes a difference against other competitors all around the company's market environment. The purpose of this research is to analyze the factors that employees need to be able to contribute to the company. The data gathered was using a survey approach using google forms in a series of questionnaires. The employees of PT Tirta Multi Bangunan will be the subject of this research. Validity and reliability test were performed in this study with a pretest of 40 respondents. Furthermore, the total of 200 respondents were chosen for the sample size of this study. The method use is quantitative research, and a purposive sampling is used for this research, The Partial Least Square Structural Equation Modeling which is SMART-PLS SEM is used for the technique to scrutinize the data (v 4.0.8.4). The data that has been gathered produced results to show all the variables examined had a positive effect on PT Tirta Multi Bangunan employees, furthermore the data concluded having 9 supported hypothesis and 1 not supported hypothesis from all 10 hypotheses that is included in this research.

***Keywords:*** *Strategic Orientation, Work Motivation, Business Performance, Innovative Climate, Job Performance, Employees*

***References:*** *81 (1978-2022)*