

ABSTRACT

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THE IMPACT OF MOTIVATION TOWARDS EMPLOYEES' PERFORMANCE AT SOSMED CAFE MEDAN

(xiv+64 pages; 7 figures; 48 tables; 9 appendixes)

A successful company must have a commitment and contribution from their employees. Employee performance is very important for a successful company to maintain their company to survive. The employee performance in delivering product isn't conducted quickly and unfriendly. The purpose of this research is to know whether there is impact of motivation towards employee performance at Sosmed Cafe Medan.

According to Kreitner and Kinicki in Wibowo (2016, p. 330), motivation can be ascertained influences the performance, even though it is not the only factor that influences the performance.

This research is using Quantitative method. The research is conducted using census sampling which the questionnaire is distributed to 53 respondents of population.

The coefficient of correlation value is 0.876 which means there is a strong relationship between the variable. While the coefficient of determination (R^2) is 0.767, which means the motivation can explain employee performance at 76.7% while the remaining 23.3% is impacted by other factors. The regression analysis shows that $Y = 12.704 + 1.123X$, which means every addition of 1% of motivation impacts towards 1.123 employee performance. The Z-test result is $Z_{count} > Z_{table}$, ($6.32 > 1.96$), it shows that motivation have impact towards employee performance at Sosmed Cafe Medan.

From the result, the writer can give recommendation that employee must increase their quantity of work to achieve company goals, company should encourage participation from employee to conducting the company's activities and company must give a career opportunity based on employee's abilities.

Keywords: Motivation, Employee Performance, Commitment and Contribution

References : 29