

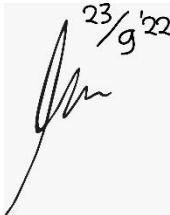
ANALISIS MOTIVASI KERJA KARYAWAN DI PT. SENDOK SUMPIT GROUP YOGYAKARTA

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Abstrak

Penelitian ini bertujuan untuk menganalisis motivasi kerja karyawan di PT. Sendok Sumpit Group Yogyakarta. Penelitian ini menggunakan metode deskriptif kuantitatif. Populasi dalam penelitian ini berjumlah 186 orang. Data primer bersumber dari hasil kuesioner persepsi karyawan. Teknik pengambilan sampel yang digunakan dalam penelitian ini menggunakan teknik *purposive sampling* sejumlah 65 responden. Berdasarkan hasil penelitian secara keseluruhan variabel motivasi memiliki rata-rata hitung sebesar 2,62 yang termasuk kategori setuju. Berdasarkan indikator penghasilan/gaji memiliki rata-rata hitung sebesar 2,52 termasuk kategori setuju. Penghargaan/*Reward* memiliki rata-rata hitung sebesar 2,64 termasuk kategori setuju. Pengembangan Karir memiliki rata-rata hitung sebesar 2,67 termasuk kategori setuju. Bimbingan memiliki rata-rata hitung sebesar 2,68 termasuk kategori setuju.

Kata Kunci: *Motivasi, Karyawan, PT. Sendok Sumpit Group Yogyakarta.*

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ANALYSIS OF EMPLOYEE MOTIVATION AT PT. Spoon Chopsticks YOGYAKARTA GROUP

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Abstract

This study aims to analyze the work motivation of employees at PT. Spoon Chopsticks Group Yogyakarta. This study uses a quantitative descriptive method. The population in this study amounted to 186 people. Primary data sourced from the results of the employee perception questionnaire. The sampling technique used in this study was a purposive sampling technique with a total of 65 respondents. Based on the results of the study, the motivation variable has an average count of 2.62 which is included in the agree category. Based on the indicators, income/salary has a calculated average of 2.52 which is included in the agree category. Award/Reward has an average count of 2.64 which is included in the agree category. Career Development has an average count of 2.67 which is included in the agree category. Guidance has an average count of 2.68 including the category of agree.

Keywords: *Motivation, Employees, PT. Spoon Chopsticks Group Yogyakarta.*