

**ANALISIS MOTIVASI KERJA KARYAWAN BAGIAN FINANCIAL
CONSULTANT PADA PT VALBURY ASIA FUTURE CABANG
YOGYAKARTA MENURUT TEORI HIRARKI ABRAHAM MASLOW**

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Abstrak

Tujuan dari penelitian ini untuk menganalisis motivasi kerja karyawan PT Valbury Asia Futures Yogyakarta. Metode yang digunakan dalam penelitian adalah deskriptif. Populasi dalam penelitian ini berjumlah 34 orang, menggunakan sampel penelitian berjumlah 34 orang. Metode yang digunakan dalam pengambilan sampel menggunakan teknik sampling jenuh metode pengambilan data menggunakan skala likert. Hasil penelitian menunjukkan nilai rata-rata indikator keadaan fisiologis sebesar 4,35 termasuk dalam kategori setuju, nilai rata-rata indikator rasa aman sebesar 3,76 termasuk dalam kategori netral, nilai rata-rata indikator sosial sebesar 3,73 termasuk dalam kategori netral, nilai rata-rata indikator harga diri sebesar 3,82 termasuk dalam kategori setuju, dan nilai rata-rata indikator memposisikan diri sebesar 4 termasuk dalam kategori setuju. Saran penelitian ini perusahaan harus meningkatkan motivasi kerja pada karyawan khususnya pada indikator komunikasi sosial supaya lebih baik.

Kata Kunci: *Motivasi Kerja, Teori Maslow, Financial Consultant*

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**ANALYSIS OF WORK MOTIVATION OF EMPLOYEES IN THE
FINANCIAL CONSULTANT SECTION AT PT. VALBURY ASIA FUTURE
YOGYAKARTA BRANCH ACCORDING TO ABRAHAM MASLOW'S
HIERARCHY THEORY**

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Abstract

The purpose of this research is to analyze the work motivation of PT Valbury Asia Futures Yogyakarta employees. The method used in this research is descriptive method. The population in this study was 34 people, using a research sample of 34 people. The method used in sampling was a saturated sampling technique with data collection methods using a Likert scale. The results of the research show that the average value of the physiological condition indicator is 4.35 which is included in the agree category, the average value of the sense of security indicator is 3.76 which is included in the neutral category, the average value of the social indicator is 3.73 which is included in the neutral category, the average value of the self-esteem indicator is 3.82, which is included in the agree category, and the average value of the self-positioning indicator is 4, which is included in the agree category. This research suggests that companies should increase work motivation among employees, especially on social communication indicators so that they are better.

Keywords: *Work Motivation, Teori Maslow's, Financial Consultant*