

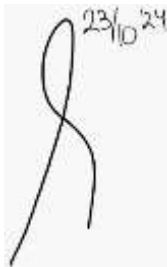
ANALISIS MOTIVASI KARYAWAN PADA PT. ETAWA DAIRY INDUSTRY

Achmad Fathul Khikam

Abstrak

Penelitian ini bertujuan untuk menganalisis motivasi karyawan pada PT. Etawa Dairy Industry. Penelitian ini menggunakan metode deskriptif kuantitatif. Populasi dalam penelitian ini berjumlah 33 orang. Data primer bersumber dari kuesioner persepsi karyawan. Teknik untuk pengambilan sampel yang digunakan dalam penelitian ini menggunakan sensus/sampling total. Berdasarkan hasil penelitian secara keseluruhan variabel motivasi memiliki rata-rata hitung sebesar 2,69 yang termasuk kategori setuju. Berdasarkan indikator penghasilan memiliki rata-rata hitung sebesar 2,49 yang termasuk kategori tidak setuju. Penghargaan memiliki rata-rata hitung sebesar 2,51 termasuk kategori setuju. Pengembangan karir memiliki rata-rata hitung sebesar 3,09 termasuk kategori setuju. Bimbingan memiliki rata-rata hitung sebesar 2,70 termasuk kategori setuju.

Kata Kunci: *Motivasi, Karyawan, PT. Etawa Dairy Industry*

A handwritten signature in black ink, appearing to be 'A. F. Khikam', is written over a light gray rectangular background. To the right of the signature, the date '23/10/24' is written in a smaller, simpler font.

ANALYSIS OF EMPLOYEE MOTIVATION AT PT. ETAWA DAIRY INDUSTRY

Achmad Fathul Khikam

Abstract

This study aimed to analyze the work motivation of employees at PT. Etawa Dairy Industry. A quantitative descriptive method was employed in this study with a total of 33 employees. The primary data were collected using employee perception questionnaires. A census or a total sampling technique was used. The overall results showed that the mean score for the motivation variable was 2.69, which fell into the agree category. Regarding income, the mean score was 2.49, indicating disagreement. The mean score for the rewards was 2.51, indicating agreement. Career development had a mean score of 3.09, indicating agreement. Finally, guidance had a mean score of 2.70, also indicating agreement.

Keywords: *Motivation, Employees, PT. Etawa Dairy Industry*