

PENGARUH MOTIVASI KERJA DAN KEPUASAN KERJA TERHADAP KINERJA KARYAWAN BATIK DAN BAKPIA WONG YOGYAKARTA

Gino Pornomo Dinata

Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh Motivasi Kerja dan Kepuasan Kerja terhadap Kinerja karyawan Batik dan Bakpia Wong Yogyakarta. Sampel dalam penelitian ini adalah seluruh karyawan yang berjumlah 64 orang. Teknik pengambilan sampel menggunakan metode sampel jenuh atau total populasi. Metode pengumpulan data yang digunakan adalah kuesioner. Sedangkan teknik analisis data yang dilakukan menggunakan analisis uji instrumen penelitian, uji asumsi klasik, uji regresi linear berganda, uji t, uji f, uji analisis koefisiensi determinasi dan analisis rata-rata hitung. Analisis linear berganda digunakan untuk uji hipotesis penelitian ini. Hasil penelitian ini menunjukkan bahwa: (1) Motivasi Kerja memiliki pengaruh positif dan signifikan terhadap Kinerja Karyawan (Y), diperoleh nilai $T_{hitung} X_1$ Motivasi Kerja sebesar $2,401 > T_{tabel} 2,004$. (2) Kepuasan Kerja memiliki pengaruh positif dan signifikan terhadap Kinerja Karyawan (Y), diperoleh nilai $T_{hitung} X_2$ Kepuasan Kerja sebesar $2,105 > T_{tabel} 2,004$. (3) Motivasi Kerja dan Kepuasan Kerja memiliki pengaruh positif dan signifikan terhadap Kinerja Karyawan dengan F_{hitung} sebesar $9,903 > F_{tabel} 3,16$. Nilai varian *adjusted R square* = 0,238 atau 23,8%, dimana perubahan variabel Kinerja Karyawan dapat dijelaskan oleh variabel Motivasi Kerja dan Kepuasan Kerja, sedangkan sisanya 76,2% dijelaskan oleh variabel lain yang tidak diteliti pada penelitian ini.

Kata Kunci: *Motivasi Kerja, Kepuasan Kerja, dan Kinerja Karyawan*

**THE EFFECT OF WORK MOTIVATION AND JOB SATISFACTION
ON THE PERFORMANCE OF EMPLOYEES IN BATIK AND BAKPIA
WONG YOGYAKARTA**

Gino Pornomo Dinata

Abstract

This study aims to determine the effect of work motivation and job satisfaction on employee performance of Batik and Bakpia Wong Yogyakarta. The sample in this study were all employees totaling 58 people. The sampling technique used a saturated sample method or the total population. The data collection method used a questionnaire. Meanwhile, the data analysis technique used the analysis of the research instrument test, classical assumption test, multiple linear regression test, t test, f test, coefficient determination analysis test and arithmetic mean analysis. Multiple linear analysis was used to test the hypothesis of this study. The results of this study indicate that: (1) Work Motivation has a positive and significant influence on Employee Performance (Y), it is obtained that the Tcount X1 of Work Motivation is $2.401 > T_{table} 2.004$. (2) Job Satisfaction has a positive and significant influence on Employee Performance (Y), it is obtained that the value of Tcount X2 for Job Satisfaction is $2.105 > T_{table} 2.004$. (3) Work Motivation and Job Satisfaction have a positive and significant effect on Employee Performance with an Fcount of $9.903 > F_{table} 3.16$. The value of the adjusted R square variant = 0.238 or 23.8%, where changes in the employee performance variable can be explained by the work motivation and job satisfaction variables, while the remaining 76.2% is explained by other variables not examined in this study.

Keywords: *Work Motivation, Job Satisfaction, and Employee Performance*