PENGARUH MOTIVASI DAN DISIPLIN KERJA TERHADAP KINERJA KARYAWAN (STUDI KASUS DI BATIK & BAKPIA WONG JOGJA)

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Abstrak

Penelitian ini bertujuan untuk mengetahui Pengaruh Motivasi Kerja dan Disiplin Kerja terhadap Kinerja Karyawan Batik & Bakpia Wong Jogja. Jenis penelitian ini termasuk dalam jenis penelitian kuantitatif. Sampel yang digunakan sebanyak 64 responden dengan teknik sampel jenuh non *probability*. Metode pengumpulan data yang digunakan pada penelitian ini 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 2.473> T_{tabel} 2,002. (2) Disiplin Kerja memiliki pengaruh positif dan signifikan terhadap Kinerja Pegawai (Y), diperoleh nilai T_{hitung} X_2 Disiplin Kerja sebesar 2,142 > T_{tabel} 2,002. (3) Motivasi Kerja dan Disiplin Kerja memiliki pengaruh positif dan signifikan terhadap Kinerja Karyawan dengan F_{hitung} sebesar 12.568> F tabel 3,16. Nilai varian *Adjusted R square* = 0,282 atau 28,2%, dimana perubahan variabel kinerja pegawai dapat dijelaskan oleh variabel Motivasi Kerja dan Disiplin Kerja, sedangkan sisanya 71,8% dijelaskan oleh variabel lain yang tidak diteliti pada penelitian ini.

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

THE EFFECT OF WORK MOTIVATION AND DISCIPLINE ON PERFORMANCE OF THE (CASE STUDY IN BATIK & BAKPIA WONG JOGJA)

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Abstract

This study aims to determine the effect of work motivation and work discipline on employee performance of Batik & Bakpia Wong Jogja. This type of research is included in the type of quantitative research. The sample used was 64 respondents with a non-probability saturated sample technique. The data collection method used in this study was 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 2.473> Ttable 2.002. (2) Work Discipline has a positive and significant effect on Employee Performance (Y), the value of Tcount X2 for Work Discipline is 2.142> Ttable 2.002. (3) Work Motivation and Work Discipline have a positive and significant effect on Employee Performance with an Fcount of 12,568> F table 3.16. The value of the Adjusted R square variant = 0.282 or 28.2%, where changes in employee performance variables can be explained by Work Motivation and Work Discipline variables, while the remaining 71.8% is explained by other variables not examined in this study.

Keywords*: Work Motivation, Work Discipline, and Employee Performance*