

ABSTRAK

PENGARUH MOTIVASI DAN DISIPLIN KERJA TERHADAP KINERJA KARYAWAN PERUSAHAAN AIR MINERAL DI BANDAR LAMPUNG (STUDI KASUS PT. TRIAJAYA TIRTA DHARMA DAN PT. PRABUTIRTA JAYA LESTARI)

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Penelitian ini berjudul Pengaruh Motivasi dan Disiplin Kerja Terhadap Kinerja Karyawan Pada Perusahaan Air Mineral di Bandar Lampung (Studi Kasus PT. Triajaya Tirta Dharma dan PT. Prabutirta Jaya Lestari). Tujuan penelitian ini adalah untuk membuktikan seberapa besar pengaruh motivasi dan disiplin kerja terhadap kinerja karyawan. Penelitian ini dilaksanakan melalui penyebaran kuesioner kepada karyawan PT. Triajaya Tirta Dharma dan PT. Prabutirta Jaya Lestari dengan topik yang diteliti mengenai pengaruh motivasi dan disiplin kerja terhadap kinerja karyawan pada perusahaan air mineral di bandar lampung (Studi kasus PT. Triajaya Tirta Dharma dan PT. Prabutirta Jaya Lestari). Jenis penelitian yang digunakan peneliti adalah jenis kuantitatif, sedangkan sumber data yang digunakan yaitu data primer yang diperoleh langsung dari karyawan melalui kuesioner. Sampel yang digunakan adalah Teknik *purposive sampling* yaitu berjumlah 96 orang karyawan PT. Triajaya Tirta Dharma bagian operator produksi, packing, quality control (QC), Promotor, driver dan 112 orang karyawan PT. Prabutirta jaya Lestari bagian admin, customer service, *grafik designer*, operator produksi, *packing*, *driver*, *quality control* (QC), sales. Teknik analisis dalam penelitian ini adalah analisis regresi linier berganda . dari hasil penelitian menunjukkan bahwa pada uji parsial, variabel motivasi memiliki pengaruh yang tidak signifikan terhadap kinerja karyawan PT. Triajaya Tirta Dharma dan PT. Prabutirta Jaya Lestari, sedangkan variabel disiplin kerja mempunyai pengaruh yang signifikan terhadap kinerja karyawan PT. Triajaya Tirta Dharma dan PT. Prabutirta Jaya Lestari. Pada uji simultan, variabel motivasi dan disiplin kerja menunjukkan adanya pengaruh yang signifikan.

Kata Kunci: Kinerja Karyawan, Motivasi, Disiplin Kerja

ABSTRACT

THE EFFECT OF WORK MOTIVATION AND DISCIPLINE ON EMPLOYEE PERFORMANCE AT A MINERAL WATER COMPANY IN BANDAR LAMPUNG (CASE STUDI OF PT. TRIAJAYA TIRTA DHARMA AND PT. PRABUTIRTA JAYA LESTARI)

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This study entitled The Effect of Work Motivation and Discipline on Employee Performance at a Mineral Water Company in Bandar Lampung (Case Study of PT. Triajaya Tirta Dharma and PT. Prabutirta Jaya Lestari). The purpose of this study was to prove how much influence motivation and work discipline have on employee performance. This research was conducted by distributing questionnaires to employees of PT. Triajaya Tirta Dharma and PT. Prabutirta Jaya Lestari with the topic studied regarding the effect of motivation and work discipline on employee performance at a mineral water company in Bandar Lampung (Case study of PT. Triajaya Tirta Dharma and PT. Prabutirta Jaya Lestari). The type of research used by researchers is quantitative, while the data source used is primary data obtained directly from employees through questionnaires. The sample used was a purposive sampling technique, namely 96 employees of PT. Triajaya Tirta Dharma for production operators, packing, quality control (QC), promoters, drivers and 112 employees of PT. Prabutirta jaya Lestari admin, customer service, graphic designer, production operator, packing, driver, quality control (QC), sales. The analysis technique in this research is multiple linear regression analysis. the results of the study show that in the partial test, the motivational variable has an insignificant effect on the performance of employees at PT. Triajaya Tirta Dharma and PT. Prabutirta Jaya Lestari, while the work discipline variable has a significant influence on the performance of employees of PT. Triajaya Tirta Dharma and PT. Prabutirta Jaya Lestari. In the simultaneous test, motivation and work discipline variables show a significant effect.

Keywords: Employee Performance, Motivation, Work Discipline