

ABSTRACT

Dreezel Coffee is a coffee shop located on Jalan Cisangkuy No. 56 Kota Bandung, West Java. Founded in 2012, by Andre and Dio as the founder of Dreezel Coffee began to organize management in terms of business strategy Dreezel Coffee to establish Dreezel Coffee positioning in the world of coffee. Motivation (McClelland in Robbins & Judge, 2008: 230), Needs achievement, Needs strength, Needs relationship. Remuneration, Pora (2011: 23) Salary, Allowances, Incentives, Bonuses. Employee Performance (Mathis & Jackson in Subekhi & Jauhan, 2012: 172) Quantity of results, Quality of results, Timeliness of results, Presence, Cooperation. Calculation of respondents' responses on Motivation (X1), Remuneration (X2), and Performance (Y) of Dreezel Coffee employees. motivation (X1) is in very high category with a percentage of 70.42%, this means that respondents feel the Dreezel Coffee motivation system is good enough. Remuneration variable (X2) is in the high category with percentage of 71.78%, this means that respondents feel the remuneration of Dreezel Coffee employees work is good enough. The performance variable (Y) is in the high category with the percentage of 78.86%, this means that the performance of Dreezel Coffee employees is good enough. From the normality test results, it is known that the tested data is normally distributed because the value of significance of 0.200 is greater than 0.05, other than that the data spread around the line and follow the diagonal line, it regression model meets the assumption of normality. So ascertained that the tested data is normally distributed. The multiple regression equation is $Y = 4.690 - 0.071 X1 + 0.857 X2$. Figures 2.476 indicate that the motivation and remuneration factors are equal to zero, then employee performance will be worth 4690,083. The number 0.71 indicates that each increase of one unit of motivation, then the performance will increase by 0.71. and for the number 0.857 indicates that each increase of one unit of remuneration, then the performance will increase by 0.857 units. In conclusion from result of correlation and determination got value of R square equal to 0.629 indicate that variable of motivation and remuneration give simultant effect to performance equal to 62.9% and rest 37,1% influenced by other factor not examined in this research. Based on the hypothesis testing, the result of motivation and remuneration influence on the performance shows the value of t for the motivation variable is 0.158 and the value of t for the remuneration variable is 2,487 greater than 2.05183. This shows that there is influence of each variable of motivation and remuneration partially to employee performance.

Keywords: Remuneration, Motivation, Performance, Dreezel Coffee.