

ABSTRACT

PT. Perkebunan Nusantara VIII is one among the state-owned plantations were established based on Government Regulation No. 13 1996. The business activities of the company include crop cultivation, processing / production, and sales of plantation commodities Tea, Rubber, Palm Oil, Kina, and Cocoa. Central business activity is in the Office of the Board of Directors Jl. Sindangsirna No. 4 Bandung, West Java.

The purpose of this study was to determine the effect of motivation on employee performance in the marketing unit at PT. Perkebunan Nusantara VIII Bandung. The method used is descriptive analysis with data collection. Based on data obtained from the results of the study showed that there is a positive effect of motivation on employee performance in the marketing department at PT. Perkebunan Nusantara VIII Bandung. Analysis of the test with simple linear regression equation yields $Y = 48.892 + 0.255 (X)$. In addition it also obtained determination coefficient of 79.1%.

Keywords: Motivation, Job Performance, Human Resource, Organisation