ABSTRACT

This research is motivated by the problem of the decrease in employee productivity level at PT Gerbang Nusa Perkasa in the last 3 years shown by the data empires in the form of productivity data of the company proves an increase in the number of employees in a state of quiet visitors makes the level of productivity continues to decline. One of the important factors that can affect work productivity is the work motivation of all employees. The purpose of this research is to know and analyze the influence of work motivation on employee productivity in carrying out the tasks given by the company.

The method used is quantitative approach, primary data collection is done by disseminating questionnaires to a sample of 76 permanent employees of PT Gerbang Nusa Perkasa. The data in the analysis uses simple descriptive analysis and linear regression, with the help of SPSS version 25 applications.

The results showed that the motivation variable was in the good category, and work productivity was in the very good category. The results of simple linear regression analysis show that the motivation variable has a positive and significant effect on employee productivity.

Keywords*: work motivation; work productivity.*