

## ABSTRACT

Work motivation can be seen from employee attendance data and employee delay data in the company, seen from attendance data and employee delay data at PT. Nusantara Information. From the data obtained it can be said that the presence and delay of employees of PT. Infomedia Nusantara is quite good every month. Meanwhile, to measure employee performance in this study, Key Performance Indicators and preliminary questionnaires were used.

This study aims to determine the condition of work motivation of employees of PT Infomedia Nusantara Makassar and the effect of work motivation on the performance of employees of PT Infomedia Nusantara Makassar.

The approach in this research is quantitative with descriptive research type using IBM SPSS Statistics 25. While the analysis method used is multiple linear regression. data collection method is done through the distribution of questionnaires using a sample of 73 employees. The sampling method used a probability sampling technique while the sampling technique used a simple random sampling technique (Simple Random Sampling).

The company is expected to be able to help employees who cannot easily adjust to colleagues in the company environment, such as providing activities that can increase a sense of togetherness and get to know each other.

*Keywords: work motivation and employee performance.*