

ABSTRACT

PT. Bintang Sayap Utama is a cigarette company in Indonesia. This company employs people with various levels of education and various levels of society spread across Indonesia. Based on the results of interviews with production supervisors, the failure rate for hand-rolled cigarettes is more than 5%, which is the benchmark. This can also have an impact on the failure to achieve production targets, so that the income received is not optimal.

The purpose of this study is to determine the work motivation of employees of the production division of PT. Bintang sayap Utama, to find out the description of work stress on employees of the production division of PT. Bintang Sayap Utama, to find out a description of the work productivity of employees in the production division of PT. Bintang sayap Utama, and to determine the effect of work motivation and work stress on work productivity of employees in the production division of PT. Bintang sayap utama on lampung.

The research method used in this study is a non-probability sampling method with a purposive sampling technique. Data collection techniques used through primary data with questionnaires. The samples taken in this study were 396 employees of PT. Bintang sayap Utama Lampung branch. While the analysis technique used is multiple linear regression analysis.

This study shows that work stress and motivation have a positive and significant effect on productivity simultaneously and partially. Productivity is influenced by stress and motivation by 23.9%, the rest is influenced by other variables

in managing its human resources, to pay more attention to employee work stress even better. Such as maintaining indicators that are already good and improving indicators.

Keywords: *Work Stress, Work Motivation, Productivity*