

ABSTRACT

The Effect Of Intrinsic Motivation And Extrinsic Motivation On Employee Performance In Strategy And Operations Development Division – Services Pt. Asia Central Bank

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Quality human resources can not only bring the company to the peak of achievement, quality human resources are a long-term investment and the success of the company depends on the good and bad of the motivation given and the performance of its employees. Employee performance is related to the motivation given in the organization or company, the right motivation is able to encourage employees to do as much as possible in doing their duties. This study aims to determine whether there is an influence of intrinsic motivation and extrinsic motivation on employee performance in the division of strategy and development of operations-services PT. Asian Central Bank. In this research, the writer uses descriptive quantitative method. The population in this study were active employees at PT. Bank Central Asia with a total sample of 88 with data collection used is the distribution of questionnaires using google form. The instruments in this study were analyzed using validity and reliability tests. The data analysis technique used in this study is the classical assumption test, multiple regression analysis, t test and f test. The results of this study indicate that intrinsic motivation and extrinsic motivation have a positive partial and simultaneous effect on employee performance in the Strategy and Operations-Service Development Division with a proven significance value of $0.000 < 0.05$

Keyword : Intrinsic Motivation, Extrinsic Motivation, Employee Performance

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