



ANALISA FAKTOR MOTIVASI TERHADAP KEPUASAN KERJA KARYAWAN (Studi Kasus di PT. Adi Satria Abadi)

ABSTRAKSI

Tingkat kebutuhan yang berbeda-beda menimbulkan motivasi tertentu dalam tiap individu karyawan dalam melakukan pekerjaan. Pemberian motivasi yang disesuaikan dengan tingkat kebutuhan karyawan dapat menimbulkan semangat kerja dalam diri karyawan yang pada akhirnya dapat memberikan kepuasan tersendiri bagi karyawan dalam bekerja.

Survei mengenai faktor motivasi dan pengaruhnya terhadap kepuasan kerja karyawan dilakukan dengan wawancara kepada pihak perusahaan dan penyebaran alat bantu kuisisioner kepada karyawan PT. ASA khususnya karyawan bagian produksi. Pemilihan responden dipilih berdasarkan *purposive random sampling* dengan mengambil jumlah responden sebanyak 30 orang. Responden adalah karyawan tetap dan sudah bekerja lebih dari 1 tahun di bagian produksi. Kuisisioner dibagi menjadi 2 bagian yaitu bagian faktor motivasi yang terdiri dari 3 variabel bebas (X) yaitu kebutuhan keberadaan diri (X_1), kebutuhan berinteraksi dengan lingkungan pekerjaan (X_2) dan kebutuhan pengembangan diri (X_3) serta bagian kepuasan kerja sebagai variabel terikat (Y).

Analisa faktor motivasi dilakukan berdasarkan teori *Alderfer's Existence, Relatedness, and Growth Theory*. Hasil pengujian menunjukkan bahwa sebesar 64,8% kepuasan kerja karyawan dipengaruhi oleh 3 macam kebutuhan (X_1 , X_2 , dan X_3). Besarnya pengaruh motivasi (X) terhadap kepuasan kerja (Y) menunjukkan bahwa variabel X_2 memiliki pengaruh yang paling besar, diikuti oleh variabel X_3 , dan variabel X_1 . Pengaruh motivasi yang berbeda-beda dapat dipengaruhi oleh masa kerja, status pernikahan dan jenis kelamin dari responden. Hasil penelitian ini dapat digunakan oleh PT. ASA sebagai bahan pertimbangan dalam meningkatkan motivasi kerja karyawan.

Kata kunci : Motivasi, Kepuasan Kerja



**MOTIVATION FACTOR ANALYSIS
ON EMPLOYEES'S WORKING SATISFACTION
(Case Study at PT. Adi Satria Abadi)**

ABSTRACT

Differences on the level of needs could cause individual motivation in conducting their jobs. The gives of motivation by the firm to the employee based on their level of needs could increased their working spirit and finally could cause the satisfaction of employee in doing their jobs.

This research was enducted by field survey at PT. Adi Satria Abadi. Questionnaire was used as tools to get the important information from the firm and employees, especially in production departement. Depth interview was also conducted with same manager in the firm and also to the employees. The purposive random sampling was used to choose 30 employees as respondents of this research. The respondents were permanent employees with working experience at least 1 year. The questionnaire were divided into two section. Three kinds of independent variable (X) were presented in the first part, those are needs of existence (X_1), needs of relatedness (X_2) and needs of growth (X_3). Working satisfaction were presented by dependent variable (Y) which is explained in the second part.

The theory of Alderfer's Existence, Relatedness, and Growth (ERG) were used to analyzed the motivation factor. The result showed that about 64,8% of the employees working satisfaction could be cause by the three kinds of needs (X_1 , X_2 , and X_3). Further research showed that variable X_2 had the biggest effect in motivated the employees then followed by variable X_3 and variable X_1 . Those effect could be cause by working experience, marital status, and sex of the employees it self. Based on the result, PT. ASA could considerate this research to improve employees motivation.

Key word : Motivation, Working Satisfaction