

ANALISIS PENGARUH MOTIVASI KERJA TERHADAP
KEPUASAN KERJA PENGGARAP TAMBAK
UDANG VANAME (*Litopenaeus vannamei*)
DI PANTAI PANDANSIMO, BANTUL, YOGYAKARTA

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ABSTRAK

Pekerja merupakan aset penting bagi keberhasilan tambak. Apabila pekerja tidak memiliki semangat kerja dan mudah menyerah karena kurangnya motivasi maka hasil panen yang dicapai kurang maksimal. Hal ini dirasakan oleh penggarap tambak udang kelompok Tirta Anugrah dan sistem mandiri. Beberapa penggarap mengundurkan diri karena adanya sifat bosan. Tujuan penelitian ini adalah mengetahui pengaruh motivasi kerja terhadap kepuasan kerja berdasarkan Teori Dua Faktor Herzberg dan mengetahui pengaruh motivasi kerja dominan terhadap kepuasan kerja.

Sampel pada penelitian ini diambil menggunakan metode pengumpulan data *purposive sampling*. Sampel yang digunakan sebanyak 50 responden untuk Tirta Anugrah dan 30 responden untuk Mandiri. Data yang diperoleh dianalisis menggunakan PLS (*Partial Least Square*) melalui *software* PLS.

Hasil yang didapat adalah terdapat faktor-faktor motivasi kerja yang berpengaruh positif terhadap kepuasan kerja Tirta Anugrah dan mandiri berdasarkan Teori Dua Faktor Herzberg. Hasil yang didapat pada penelitian ini juga menunjukkan bahwa Keberhasilan (X_1), Penghargaan (X_2), dan Pekerjaan itu Sendiri (X_3) memiliki pengaruh dominan terhadap kepuasan kerja Kelompok Tirta Anugrah, dan Penghargaan (X_2), Pekerjaan itu Sendiri (X_3) dan Hubungan Antarpribadi (X_{11}) memiliki pengaruh dominan terhadap kepuasan kerja untuk sistem mandiri.

Keywords : *Motivation, job satisfaction, herzberg two factors theory, partial least square.*

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ANALYSIS OF INFLUENCE FACTORS
OF WORK MOTIVATION ON JOB SATISFACTION OF
WHITE SHRIMP (*Litopenaeus vannamei*) FARMERS
IN PANDANSIMO BEACH, BANTUL, YOGYAKARTA

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ABSTRACT

Workers are important asset to the success of the shrimp ponds. If the workers don't have the morale and easy to give up because of a lack of motivation then the yields are less than the maximum. It was felt by Tirta Anugrah group's farmers and independent farmers. Some farmers resigned because of boredom. This study aimed to determine the effect of factors of work motivation on job satisfaction based on Herzberg Two Factors Theory and to determine the dominant influence of work motivation on job satisfaction.

The samples in this study were taken by using the data collection method called purposive sampling. The number of samples that used were 50 respondents for Tirta Anugrah and 30 respondents for Mandiri. The data obtained were analyzed by using PLS (Partial Least Square) through SmartPLS software.

The results showed that there were motivation factors that had positive influence on job satisfaction for Tirta Anugrah and independent farmers based on Herzberg Two Factors Theory. The result of this research also showed that Achievement (X_1), Recognition (X_2) and Work it Self (X_3) had dominant influence on job satisfaction for Tirta Anugrah and Recognition (X_2), Work it Self (X_3) and Interpersonal Relation (X_{11}) had dominant influence on job satisfaction for independent farmers.

Keywords : *Motivation, job satisfaction, herzberg two factors theory, partial least square.*

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