

ABSTRAK

Jafinov Ridam Musak, NPM: 71190312028, Judul : Pengaruh Motivasi Kerja dan Kepemimpinan Terhadap Kinerja karyawan di UD Sari Buana Cemerlang Medan, Dibimbing Oleh: Hj. Iriani., S.E., M.Si Sebagai Pembimbing I, dan M. Tahir., S.E., M.M Sebagai Pembimbing II, Skripsi: 2022

UD Sari Buana Cemerlang merupakan perusahaan distributor di Medan yang menyalurkan barang-barang keperluan sehari-hari kepada konsumen. UD Sari Buana Cemerlang akan selalu berusaha untuk meningkatkan kinerja karyawan, dengan harapan apa yang menjadi tujuan perusahaan akan tercapai. Berdasarkan pengamatan awal yang peneliti lakukan di UD Sari Buana Cemerlang, ditemukan beberapa permasalahan terkait kinerja karyawannya, diantaranya tidak semua karyawan dapat mencapai target kerjanya, kurangnya motivasi karyawan dalam bekerja dibuktikan dengan masih adanya karyawan yang tidak mematuhi jam kerja, kurang jelasnya tanggung jawab atas pekerjaan, kepemimpinan yang kurang efektif dan kinerja karyawan masih belum optimal. Seluruh karyawan di UD Sari Buana Cemerlang Medan yang berjumlah 42 orang dijadikan sebagai sampel pada penelitian ini. Berdasarkan analisis regresi motivasi kerja dan kepemimpinan diperoleh nilai regresi masing-masing positif 0,518 dan positif 0,426. Berdasarkan uji t pada motivasi kerja dan kepemimpinan diperoleh nilai signifikansi masing-masing lebih kecil dari 0,05 yaitu 0,006 dan 0,013. Berdasarkan uji F pada motivasi kerja dan kepemimpinan diperoleh nilai signifikansi lebih kecil dari 0,05 yaitu 0,000. Berdasarkan uji determinasi diperoleh nilai determinasi motivasi kerja dan kepemimpinan terhadap kinerja karyawan sebesar 79,3%. Berdasarkan hasil penelitian dapat disimpulkan bahwa motivasi kerja berpengaruh positif dan signifikan terhadap kinerja karyawan UD Sari Buana Cemerlang Medan. Kepemimpinan berpengaruh positif dan signifikan terhadap kinerja karyawan UD Sari Buana Cemerlang Medan. Motivasi kerja dan kepemimpinan berpengaruh positif dan signifikan terhadap kinerja karyawan UD Sari Buana Cemerlang Medan. Pengaruh motivasi kerja dan kepemimpinan terhadap kinerja karyawan UD Sari Buana Cemerlang Medan adalah sebesar 79,3% dan sisanya sebesar 20,7% dipengaruhi oleh variabel lain yang tidak dipakai dalam penelitian ini.

Kata Kunci: motivasi kerja, kepemimpinan, kinerja karyawan

ABSTRACT

Jafinov Ridam Musak, NPM: 71190312028, Title: The Influence of Work Motivation and Leadership on Employee Performance at UD Sari Buana Cemerlang Medan, Guided By: Hj. Iriani., S.E., M.Si as Supervisor I, and M. Tahir., S.E., M.M as Supervisor II, Thesis: 2022

UD Sari Buana Cemerlang is a distributor company in Medan that distributes daily necessities to consumers. UD Sari Buana Cemerlang will always strive to improve employee performance, with the hope that what is the company's goal will be achieved. Based on preliminary observations made by researchers at UD Sari Buana Cemerlang, several problems were found related to the performance of their employees, including not all employees being able to achieve their work targets, lack of employee motivation at work as evidenced by the presence of employees who do not comply with working hours, lack of clarity of responsibility for work, ineffective leadership and employee performance is still not optimal. All 42 employees at UD Sari Buana Cemerlang Medan were used as samples in this study. Based on regression analysis, work and leadership regression values were obtained, respectively, positive 0.518 and positive 0.426. Based on the t test on work and leadership activity, significance values were obtained smaller than 0.05, respectively, namely 0.006 and 0.013. Based on the F test on work motivation and leadership, it was obtained that the significance was less than 0.05, which is 0.000. Based on the determination test, the determination value of work motivation and leadership was obtained on employee performance by 79.3%. Based on the results of the study, it can be concluded that work motivation has a positive and significant effect on the performance of UD Sari Buana Cemerlang Medan employees. Leadership has a positive and significant effect on the performance of UD Sari Buana Cemerlang Medan employees. Work motivation and leadership have a positive and significant effect on the performance of UD Sari Buana Cemerlang Medan employees. The effect of work motivation and leadership on the performance of UD Sari Buana Cemerlang Medan employees was 79.3% and the remaining 20.7% was influenced by other variables that were not used in this study.

Keywords: work motivation, leadership, employee performance