

ABSTRAK

Liza Safira Nasution, NPM : 71210312001, Pengaruh Kepuasan Kerja dan Motivasi Kerja Terhadap Kinerja Dosen di Fakultas Ekonomi dan Bisnis Universitas Islam Sumatera Utara, Syafrizal., S.E, M.M sebagai pembimbing I dan Julkarnain.,S.Ag.S.E.,M.M sebagai pembimbing II, Skripsi : 2025.

Penelitian ini bertujuan untuk mengetahui pengaruh kepuasan kerja dan motivasi kerja terhadap kinerja dosen di Fakultas Ekonomi dan Bisnis Universitas Islam Sumatera Utara. Populasi dalam penelitian ini seluruh kinerja dosen di Fakultas Ekonomi dan Bisnis Universitas Islam Sumatera Utara yang berjumlah 50 orang dan penarikan sampel dilakukan dengan menggunakan sensus sampling sehingga 50 orang dijadikan sampel. Metode penelitian ini menggunakan kuantitatif. Teknik analisis data yang digunakan dalam penelitian ini adalah regresi linear berganda. Hasil penelitian menunjukkan bahwa kepuasan kerja berpengaruh positif dan signifikan terhadap kinerja dosen di Fakultas Ekonomi dan Bisnis Universitas Islam Sumatera Utara, motivasi kerja berpengaruh positif dan signifikan terhadap kinerja dosen di Fakultas Ekonomi dan Bisnis Universitas Islam Sumatera Utara, dan kepuasan kerja dan motivasi kerja berpengaruh positif dan signifikan terhadap kinerja dosen di Fakultas Ekonomi dan Bisnis Universitas Islam Sumatera Utara.

Kata kunci : Kepuasan Kerja, Motivasi Kerja dan Kinerja Dosen

ABSTRACT

Liza Safira Nasution, NPM: 71210312001, The Influence of Job Satisfaction and Work Motivation on Lecturer Performance at the Faculty of Economics and Business, Islamic University of North Sumatra, Syafrizal., S.E, M.M as supervisor I and Julkarnain., S.Ag.S.E., M.M as supervisor II, Thesis: 2025.

This study aims to determine the effect of job satisfaction and work motivation on the performance of lecturers at the Faculty of Economics and Business, Islamic University of North Sumatra. The population in this study was all lecturers' performance at the Faculty of Economics and Business, Islamic University of North Sumatra, totaling 50 people and sampling was carried out using census sampling so that 50 people were used as samples. This research method uses quantitative. The data analysis technique used in this study is multiple linear regression. The results of the study indicate that job satisfaction has a positive and significant effect on the performance of lecturers at the Faculty of Economics and Business, Islamic University of North Sumatra, work motivation has a positive and significant effect on the performance of lecturers at the Faculty of Economics and Business, Islamic University of North Sumatra, and job satisfaction and work motivation have a positive and significant effect on the performance of lecturers at the Faculty of Economics and Business, Islamic University of North Sumatra.

Keywords: Job Satisfaction, Work Motivation and Lecturer Performance