

ABSTRAK

Naufal Taufiq Putra, 2018: Pengaruh Motivasi Berprestasi dan Disiplin Kerja terhadap Kinerja pada Karyawan Departemen Pemasaran PT. “A” Jakarta.

Tujuan dari penelitian ini adalah untuk mengetahui: (1) Deskripsi motivasi berprestasi, disiplin kerja dan kinerja pada karyawan Departemen Pemasaran PT. A Jakarta, (2) Pengaruh motivasi berprestasi terhadap kinerja pada karyawan Departemen Pemasaran PT. A Jakarta, (3) Pengaruh disiplin kerja terhadap kinerja pada karyawan Departemen Pemasaran PT. A Jakarta. Penelitian ini mengambil sampel sebanyak 75 karyawan Departemen Pemasaran PT. A Jakarta. Penelitian ini menggunakan analisis deskriptif dan *explanatory*. Hasil penelitian ini menunjukkan bahwa: (1) motivasi berprestasi memiliki pengaruh terhadap kinerja pada karyawan Departemen Pemasaran PT. A Jakarta, (2) disiplin kerja memiliki pengaruh terhadap kinerja pada karyawan Departemen Pemasaran PT. A Jakarta.

Kata Kunci: Motivasi Berprestasi, Disiplin Kerja, Kinerja Karyawan

ABSTRACT

Naufal Taufiq Putra, 2018: The Effect of Achievement Motivation and Work Discipline toward Performance of Employees at Marketing Department of PT. "A" Jakarta.

The purpose of this study was to find out: (1) Description of achievement motivation, work discipline and performance of employees at Marketing Department of PT. A Jakarta, (2) The Effect of achievement motivation toward performance of employees at Marketing Department of PT. A Jakarta, (3) The influence of work discipline toward performance of employees at Marketing Department of PT. A Jakarta. This study took a sample of 75 employees of the Marketing Department of PT. A Jakarta. This study uses descriptive and explanatory analysis. The results of this study indicate that: (1) achievement motivation has effect toward performance of employees at Marketing Department of PT. A Jakarta, (2) work discipline has effect toward performance of employees at Marketing Department of PT. A Jakarta.

Keywords: Achievement Motivation, Work Discipline, Employee Performance