

ABSTRACT

Aldemar S. 2011018. 2023. The Influence of Work Motivation and Work Spirit on Employees' Work Productivity at PT. Tonggak Ampuh in Baturaja, Ogan Komering Ulu Regency. **This research was under the guidance of Novegya Ratih Primandari, S.E., M.Si and Erfin Mardalena, S.E., M.Si.**

This research discussed the influence of work motivation and work enthusiasm on employees' work productivity at PT. Tonggak Ampuh in West Baturaja, Ogan Komering Ulu Regency. The data collection technique used in this research was through distributing questionnaires. The population in this study were employees of PT. Tonggak Ampuh, numbering 30 people. The analytical method used was the Quantitative Analysis method. The quantitative analysis in question was Multiple Linear Regression Analysis which used the Validity Test and Reliability Test as well as the T Test and F Test. The results of the analysis showed that partially the t_{count} of the Work Motivation variable (X_1) was $3,317 > t_{\text{table}}$ was 2,052, so H_0 was rejected and H_a was accepted, meaning Work Motivation significantly influenced employees' work productivity at PT. Tonggak Ampuh West Baturaja, Ogan Komering Ulu Regency, and the t_{count} of the Work Morale variable (X_2) was $4.088 > t_{\text{table}}$ was 2.052, then H_0 was rejected and H_a was accepted, meaning that Work Morale significantly influenced Work Productivity at PT. Tonggak Ampuh in Baturaja, Ogan Komering Ulu Regency. Simultaneously, the F_{count} test was $25,579 > F_{\text{(table)}}$ was 3.35, then H_0 was rejected and H_a was accepted, meaning that work motivation (X_1) and work enthusiasm (X_2) simultaneously influenced employees' work productivity at PT. Tonggak Ampuh in West Baturaja, Ogan Komering Ulu Regency. The analysis results showed that the Determination Coefficient (R^2) was 0.655. This meant that the contribution of work motivation (X_1) and work enthusiasm (X_2) to employees' work productivity (Y) at PT. Tonggak Ampuh for West Baturaja, Ogan Komering Ulu Regency was 65.50% while the remaining 34.50% was influenced by other variables not included in this research model, for example education, work discipline, skills, work ethic, cooperative ability, nutrition and health, income level. , work environment and work climate, and the sophistication of the technology used (Busro, 2017:347).

Keywords: Work Motivation, Work Spirit, Work Productivity

ABSTRAK

Aldemar S. 2011018. 2023. Pengaruh Motivasi Kerja dan Semangat Kerja Terhadap Produktivitas Kerja Karyawan Pada PT. Tonggak Ampuh Baturaja Kabupaten.Ogan Komering Ulu. **Skripsi Ini Dibimbing Oleh Ibu Novegya Ratih Primandari, S.E., M.Si Dan Ibu Erfin Mardalena, S.E., M.Si.**

Penelitian ini membahas tentang pengaruh motivasi kerja dan semangat kerja terhadap produktivitas kerja karyawan pada PT. Tonggak Ampuh Baturaja Barat Kabupaten Ogan Komering Ulu. Teknik pengumpulan data yang digunakan dalam penelitian ini melalui penyebaran kuisioner. Populasi dalam penelitian ini adalah karyawan PT. Tonggak Ampuh Baturaja yang berjumlah 30 orang. Metode analisis yang digunakan yaitu metode Analisis Kuantitatif. Analisis kuantitatif yang dimaksud adalah Analisis Regresi Linear Berganda yang menggunakan Uji Validitas dan Uji Reliabilitas serta Uji T dan Uji F. Hasil analisis menunjukkan bahwa secara parsial t_{hitung} variabel Motivasi Kerja (X_1) sebesar $3.317 > t_{tabel}$ sebesar 2.052 maka H_0 ditolak dan H_a diterima, artinya Motivasi Kerja secara signifikan berpengaruh terhadap Produktivitas Kerja Karyawan Pada PT. Tonggak Ampuh Baturaja Barat Kabupaten Ogan Komering Ulu, dan t_{hitung} variabel Semangat Kerja (X_2) sebesar $4.088 > t_{tabel}$ sebesar 2.052 maka H_0 ditolak dan H_a , artinya Semangat Kerja secara signifikan berpengaruh terhadap Produktivitas Kerja Pada PT. Tonggak Ampuh Baturaja Kabupaten Ogan Komering Ulu. Secara simultan Uji F_{hitung} sebesar $25.579 > F_{tabel}$ sebesar 3.35 maka H_0 ditolak dan H_a diterima, artinya Motivasi Kerja (X_1) dan Semangat Kerja (X_2) berpengaruh secara simultan terhadap Produktivitas Kerja Karyawan Pada PT. Tonggak Ampuh Baturaja Barat Kabupaten Ogan Komering Ulu. Hasil analisis menunjukkan bahwa Koefisien Determinasi (R^2) sebesar 0.655. Hal ini berarti bahwa sumbangan pengaruh Motivasi Kerja (X_1) dan Semangat Kerja (X_2) terhadap Produktivitas Kerja Karyawan (Y) Pada PT. Tonggak Ampuh Baturaja Barat Kabupaten Ogan Komering Ulu sebesar 65.50 % sedangkan sisanya sebesar 34.50 % dipengaruhi oleh variabel lain yang tidak dimasukkan dalam model penelitian ini misalnya seperti pendidikan, disiplin kerja, keterampilan, sikap etika kerja, kemampuan kerja sama, gizi dan kesehatan, tingkat penghasilan, lingkungan kerja dan iklim kerja, dan kecanggihan teknologi yang digunakan (Busro, 2017:347).

Kata Kunci: Motivasi Kerja, Semangat Kerja, Produktivitas Kerja