

ABSTRAK

MUHAMMAD RIZKY ZULIANSYAH NASUTION. NIM 2019110078.

Pengaruh Motivasi Kerja dan Disiplin Kerja Terhadap Kinerja Karyawan Departemen *Sales & Marketing* di Hotel Gran Melia Jakarta. Di bawah bimbingan Ibu Euis Widiati, SE, MM.

Penelitian ini bertujuan untuk dapat menguji Pengaruh Motivasi Kerja dan Disiplin Kerja Terhadap Kinerja Karyawan Departemen *Sales & Marketing* di Hotel Gran Melia Jakarta. Perolehan data penelitian dilakukan dengan menyebarkan kuesioner terkait motivasi kerja kepada 12 karyawan tetap Departemen *Sales & Marketing* serta melakukan wawancara dan pengisian kuesioner terkait disiplin kerja dan kinerja karyawan dengan *Director of Sales & Marketing* selaku pimpinan departemen. Metode analisis data yang digunakan adalah analisis deskriptif kuantitatif, analisis regresi linear berganda, dengan pengujian validitas, pengujian reliabilitas, uji parsial, dan uji simultan serta uji *r-square*. Hasil dari penelitian menunjukkan bahwa motivasi kerja tidak berpengaruh terhadap kinerja karyawan, sedangkan disiplin kerja berpengaruh signifikan terhadap kinerja karyawan. Namun motivasi kerja dan disiplin kerja berpengaruh positif secara signifikan terhadap kinerja karyawan, pengaruh motivasi kerja dan disiplin kerja terhadap kinerja karyawan sebesar 59%. Saran yang diberikan untuk Gran Melia Jakarta adalah diharapkan dapat terus memberikan motivasi kerja yang membangun dan memberikan penghargaan yang layak untuk karyawan yang menunjukkan hasil kinerja yang memuaskan serta lebih tegas dalam menerapkan kedisiplinan karyawan yang dapat dilakukan melalui sosialisasi hingga sebuah pelatihan kedisiplinan agar para karyawan dapat mencapai hasil kinerja yang lebih maksimal. Kata Kunci: Motivasi Kerja, Disiplin Kerja, Kinerja Karyawan, *Sales Marketing*, Hotel Gran Melia Jakarta.

ABSTRACT

MUHAMMAD RIZKY ZULIANSYAH NASUTION. NIM 2019110078. The Effect of Work Motivation and Work Discipline on the Performance of Sales & Marketing Employees at Gran Melia Hotel Jakarta. Under the guidance of Ms. Euis Widiati, SE, MM.

The purpose of this study is to examine the effect of work motivation and work discipline on the performance of Sales & Marketing employees at Gran Melia Hotel Jakarta. The data research was obtained by distributing questionnaires related to work motivation to 12 employees of the Sales & Marketing Department as well as conducting interviews and filling out the questionnaire related to work discipline and employees performance with the Director of Sales & Marketing as the head of the department. Data analytical method of the study is descriptive quantitative analysis, multiple linear regression analysis, with validity test, reliability test, partial test, and simultaneous test as well as r-square test. The results of the study show that work motivation has no effect on employee performance, while work discipline has a significant effect on employee performance. However, work motivation and work discipline have a significant positive effect on employee performance, the effect of work motivation and work discipline on employee performance is 59%. Then, the advice given to Gran Melia Jakarta is hoped that the management can continuing to provide to constructive employees work motivation and also more appreciate the employees that showing a good performance result which can be in form a simple rewards as well as hope that the management be more assertive to implementing employee work discipline through disciplinary training and socialization about work discipline with an expectation that employees can achieve the maximum performance results.

Keywords: Work Motivation, Work Discipline, Employee Performance, Sales & Marketing, Gran Melia Hotel Jakarta.

