

## ABSTRACT

The research of the direct and indirect influences of Achievement Motivation Training (AMT) to working productivity from the aspect of intensity and casual relationship model, by involving the working motivation variables (achievement, affiliation and power); working attitudes (cognition, affect, intention); and non physical working fatigue and working productivity as well.

Sample of this research is small industrial businessmen (business of Emping Mlinjo) has the coverage in East Java such as the areas of Magetan, Kediri, Pacitan and Ponorogo, by taking sample 66 people, they consist of 50 men and 16 women with the education background as follows : 29 people drop out of SMU (Senior High School), 35 drop out of University and 1 people are graduations of university.

Method of this research is "The Non Randomized Group Pretest - Postest Group Design", while technical analysis used to test the hypothesis is t-test to test diversity of intensity, and analysis for testing the model between variables and testing hypotesis of alfa 5 % confirmation of this research is found that the Achievement Motivation Training (AMT) is able to increase the intensity of working motivation especially achievement motivation and the working attitudes (cognition,affect,intention). While it doesn't work for non-physical working fatigue and working productivity of intensity.

This study model achievement motivation training is able to change the model of relation between variables, and the most portruding is the occurrence of relative consistency between working motivation toward the working productivity. And the highlighting discovery is that achievement motivation training itself motivation is able to reduce the influence of non physical working fatigue to the model variables both directly and indirectly.

**Key word** : Achievement Motivation Training (AMT), Productivity, attitudes, fatigue, motivation.