

ABSTRAK

Mifta Haza Rahmayuna, 11111084, Pengaruh Motivational Needs terhadap Job Performance pada Karyawan PT. Citra Media Nusa Purnama (Media Indonesia), Skripsi, Fakultas Psikologi Universitas Airlangga Surabaya, 2015.
xix + 63 halaman, 52 Lampiran

Penelitian ini bertujuan untuk menguji pengaruh motivational needs terhadap job performance pada Karyawan PT. Citra Media Nusa Purnama (Media Indonesia). Definisi Motivational Needs yang terdiri dari achievement motivation, power motivation, dan affiliation motivation berdasarkan teori yang dikembangkan oleh McClelland (1961). Sedangkan, definisi Job Performance dalam penelitian ini berdasarkan penjelasan Gomes (1995).

Penelitian ini dilakukan karyawan di PT. Citra Media Nusa Purnama (Media Indonesia) di Jakarta dengan jumlah sampel (N) sebanyak 108 orang. Data diperoleh menggunakan metode survey yang menggunakan pengembangan skala motivational needs dan KPI. Alat pengumpul data berupa skala achievement motivation (10 aitem), power motivation (10 aitem), affiliation motivation (10 valid aitem, dan skala job performance (8 valid aitem). Reliabilitas achievement motivation (r) sebesar 0,828, reliabilitas power motivation (r) sebesar 0,787, affiliation motivation (r) sebesar 0,825 dan reliabilitas skala job performance (r) sebesar 0,854. Analisis data dilakukan menggunakan teknik regresi linear berganda dengan bantuan SPSS 16.0 for Windows.

Dari hasil analisis data penelitian diketahui bahwa achievement motivation dan affiliation motivation berpengaruh dengan Job Performance sedangkan untuk power motivation tidak memiliki pengaruh dengan Job Performance pada karyawan PT. Citra Media Nusa Purnama (Media Indonesia). Achievement motivation ($\beta = 0,19$ $p < 0,05$) dan affiliation motivation memiliki pengaruh sebesar 14,5 % ($\beta = 0,30$, $p < 0,05$) bagi job performance.

Kata Kunci: *Motivational Needs, Achievement Motivation, Power Motivation, Affiliation motivation, job performance*

Daftar Pustaka: 52, (1961-2015)

ABSTRACT

Mifta Haza Rahmayuna, 11111084, The Effect of Motivational Needs on Job Performance among Employees PT. Citra Media Nusa Purnama (Media Indonesia), Undergraduate Thesis, Faculty of Psychology, Airlangga University Surabaya, 2015.

xix + 63 pages, 52 appendix.

This research aimed to examine the effect of Motivational Needs on Job Performance among Employees PT. Citra Media Nusa Purnama (Media Indonesia). The definition of achievement motivation, power motivation, and affiliation motivation used the theory developed by McClelland (1961). While job performance was based on Gomes (1995)

This research was conducted on PT. Citra Media Nusa Purnama (Media Indonesia) in Jakarta, with a total sample of 108 respondents. Data were collected with survey method used the development motivational needs that achievement motivation scale (10 items), power motivation scale (10 valid items), affiliation motivation (10 valid items) and job performance scale (8 valid items). The value of achievement motivation scale reliability is 0,828, power motivation scale reliability is 0,787, affiliation motivation scale reliability 0,825 and the value of job performance scale reliability is 0,854. Data analysis used in this research is multiple regression method, with the help from SPSS 16.0 for Windows.

Based on result data analysis showed achievement motivation and affiliation motivation in the effect of job performance and power motivation not correlated with job performance among employee PT.Citra Media Nusa Purnama (Media Indonesia). Achievement motivation $\beta = 0,19$ $p < 0,05$) and affiliation motivation was found 14,5% direct effect ($\beta = 0,30$, $p < 0,05$) on job performance.

Keyword: *Motivational Needs, Achievement Motivation, Power Motivation, Affiliation motivation, job performance*

References: 52, (1961-2015)