

ABSTRACT

THE INFLUENCE OF FEMALE MANAGER EMPOWERMENT LEVEL ON EXTRINSIC AND INTRINSIC MOTIVATION WITH FEMALE MANAGER PERFORMANCE IN FISHERY COMPANIES AT EAST JAVA

This study aims were to analyze and test the influences of female manager empowerment level on extrinsic and intrinsic motivation, the influences of extrinsic and intrinsic motivation on female manager performance, the influence of extrinsic motivation on intrinsic motivation, the influence of female manager empowerment level on female manager performance at fishery companies in East Java.

This research was a survey which was used for explanatory purpose. The population of this research was all fishery companies in East Java. This research is conducted at small and medium fishery companies in East Java. Respondents participating in this research are 121 female managers. Data is gathered from these respondents using questionnaire distribution. These answers are used *semantic scale* and then analyzed using *Structural Equation Modelling (SEM)*.

The results showed that female manager empowerment level had direct, positive and significant effects on extrinsic motivation and female manager performance. Intrinsic motivation had direct, negative significant effect on female manager performance. Extrinsic motivation insignificantly influences on female manager performance and intrinsic motivation. Female manager empowerment level insignificantly influence on intrinsic motivation. Indirect influence female manager empowerment level on intrinsic motivation and female manager performance through extrinsic motivation are insignificant. Indirect influence extrinsic motivation on female manager performance through intrinsic motivation is insignificant. Female manager empowerment level more important than extrinsic or intrinsic motivation, because both motivation had not yet a role to increase female manager performance. Whereas, female manager empowerment level had a significant role to increase female manager performance.

Keywords : female manager empowerment level, extrinsic motivation, intrinsic motivation, female manager performance.