

ABSTRACT

The Influence Of The Work Motivation And The Employee Ability Towards The Work Satisfaction And Employee Performance Of PT Sat Nusa Persada, Batam

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Corporation basically aims at obtaining economic profits. To obtain the aims primarily in facing the global market, the *corporation* is inevitably required to increase its competitiveness in the occupational creativity, the qualified products, more efficient management system, more professional manpower's ability, and more adaptable employees towards the domestic and global changes. For this reason, companies is admitted to be able to increase efficiency in management and profit of the company thought it possibility has problems in human resources. The objective of this study was to observe analytically the relationship among motivation, ability, performance and satisfaction of the employee in Sat Nusa Persada Company.

Sampling was conducted by using Cluster Sampling Technique. The respondents taken as samples comprised 330 production operators of *PT Sat Nusa Persada*, an electronic company in Batam. The data successfully collected and analyzed by using statistic analysis technique with Structural Equation Modelling (SEM) in complete model.

The results of study successfully founded were: (1) the work motivation had significantly positive influence towards the ability of the employee, (2) the employee ability had significantly positive influence towards the employee performance, and (3) others four hypothesis had insignificantly influence. Some factors of motivation significantly influenced the employee ability was initiative. For factors of ability of employee significantly influenced the employee performance included skill and knowledge. Motivation with social attribution approach could prevent the occupational stress caused by contractual job. The study showed that occupational stress caused by contractual job made for four the others hypothesis did not significant. For make better condition suggested that the company get physiological approach specially to make them as permanent worker. It could fulfill their higher needs. Furthermore, incentive motivation could lead their conducts to increase their job commitment, cooperation initiative, social control, and work performance to make better human resource condition.

Key words: Work motivation, employee ability, employee performance, work satisfaction, electronic company, human resource condition.