

## ABSTRACT

### **T.S Arif Fadillah, "The Effects of Motivation and Creativity Levels on the Performance of the Officials of the Regency Office, Karimun Regency**

The research intend to find out: (1) the motivation of official ' dependence on physical, security, social, respectability and self actualization needs; (2) the effect of motivation on the officials' performance; (3) the effect of motivation on officials' creativity ; (4) the creativity dependence official initiatives of motivation; (5) the effect of creativity on officials' performance; (6) the performance dependence of the officials of the Regency Office at the Karimun Regency on the speed of task completion, the targeted completion of task, the level of officials' hospitality and officials' attendance. The data used was primary and secondary. It was analyzed using SEM ( Structural Equation Modeling)

The finding of the research shows that (1) The first construct tested those factors, forming motivation by using Confirmatory Factor Analysis (CFA). The outcome shows that this model can be accepted (2) the second construct test the factor forming creativity by using Confirmatory Factor Analysis (CFA). The outcome shows that this model can be accepted (3). The third construct test the factor making up the officials' performance by using Confirmatory Factor Analysis (CFA). The outcome shows that this model can be accepted. The test carried out by using Amos program 4.0 interning the effect of motivation on officials' performance at the Regency Office in the Regency of Karimun shows that motivation has a direct negative effect on the officials' performance. This is shown by standardized

Regression Weight value = 0,088 or the value of line coefficient at  $df = 19$  and the Regression Weight = 0,531 or line coefficient value at  $df = 19$  and the Regression Weight value = 1,00. Therefore, the second of statement of the problem was solved and the hypotheses had been proved. The member of direct effect on the level of creativity on the performance is 100% and the level of creativity did not have any indirect effect on the performance.

**Key Word : Motivation, Creativity, Performance of the Officials.**