

**PENGARUH FAKTOR-FAKTOR MOTIVASI KERJA
TERHADAP PRESTASI KERJA SALESMAN
PADA PT. ATRI DISTRIBUSINDO WILAYAH JAWA TIMUR**

TESIS

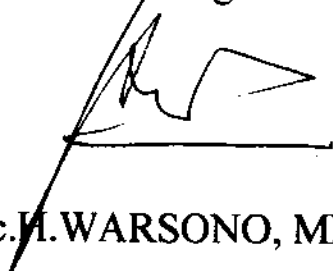


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Oleh
Pembimbing



Drs. Ec. H. WARSONO, ME

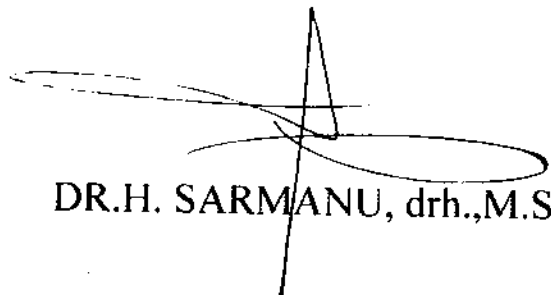
Mengetahui
Ketua Program Studi Ilmu Manajemen
Program Pasca Sarjana Universitas Airlangga



Drs. TJIPTOHADI SAWARJUWONO, Ak., MEc., PhD.

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Oleh
Konsultan



DR.H. SARMANU, drh.,M.S.

ABSTRACT

On the future millennium era, business competition between countries in this world would be more tightly. This tightly competition would be occurred through the countries in ASEAN area, mostly with the free trading that coming and would be done starting on 2003. Indonesia is one of the ASEAN countries, so it is faced to this competition, and one of the important factors that should be considered by Indonesia is to increase the human resource professionalism.

PT. ATRI DISTRIBUSINDO on east Java is one of the companies that has an important matter with human resource. It is hoped could accompanied the increasing of performance workers, which is in this observation especially for the increasing of salesman work performance. One of the factors which is influenced to the salesman work performance is work motivation of the salesman, and the theory which is used in this observation is the needs theory by Maslow.

Analysis model which is used in this observation is double linear regression model and one direction analysis of variance, however analysis technique which is used by together simultancously test (F test) and partial test (t test) and one direction test analysis of variance.

Observation result showed : (1) physiology needs factors and security needs, together give a significant influence to the PT. ATRI DISTRIBUSINDO salesman work performance variation on east Java. It is proved by seeing the result of simultancously test (F test) which is showed the $F_{count} > F_{table}$ value or $93.711 > 2.43$; (2) Security needs variable dominantly influence through PT. ATRI DISTRIBUSINDO salesman work performance on east Java. It is showed by determinancy coefficient value of security needs has a big one. It is 0.3370 or 33.70% ; (3) There is no different influence of physiology needs and security needs through the salesman work performance in 3 PT. ATRI DISTRIBUSINDO branches offices in east Java. The proof can be seen from the result of one direction analysis of variance test that gave the value $F_{count} > F_{table}$ or $0.291 < 3.20$; (4) There is no different influece dominance work through it in the third PT. ATRI DISTRIBUSINDO branches offices in east Java. This matter can be seen through the one direction analysis of variance test result that showed $F_{count} > F_{table}$ or $2.166 < 3.20$.