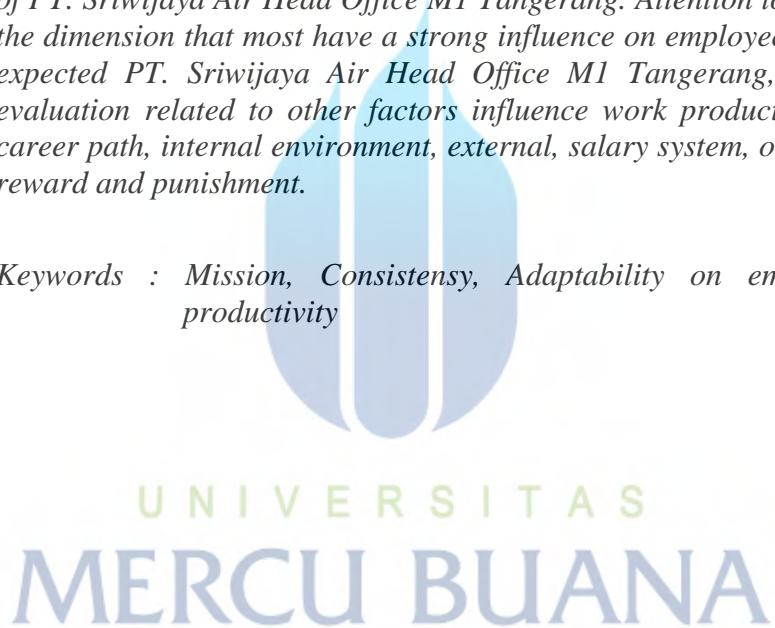


ABSTRACT

this research is intended to analyze the influence of mission, consistency, adaptability to work productivity of employees of PT. Sriwijaya Air Head Office M1 Tangerang. This research uses Quantitative analysis method with data collection method of research through questionnaires distributed to employees of PT. Sriwijaya Air Head Office M1 Tangerang. Research population all employees of PT. Sriwijaya Air Head Office M1 Tangerang. Sampling technique using simple random sampling (random), with slovin formula found 72 employees as respondents. Data analysis used multiple linear regression. The results showed the mission, consistency, and adaptability together (simultaneously) affect the productivity of employees of PT. Sriwijaya Air Head Office M1 Tangerang. Attention to employees is the dimension that most have a strong influence on employee productivity, expected PT. Sriwijaya Air Head Office M1 Tangerang, can conduct evaluation related to other factors influence work productivity, such as career path, internal environment, external, salary system, orientation and reward and punishment.

Keywords : Mission, Consistency, Adaptability on employee work productivity



ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh misi, konsistensi, adaptabilitas terhadap produktivitas kerja karyawan PT. Sriwijaya Air Head Office M1 Tangerang. Penelitian ini menggunakan metode analisis Kuantitatif dengan metode pengumpulan data penelitian melalui kuesioner yang disebarluaskan kepada karyawan PT. Sriwijaya Air Head Office M1 Tangerang. Populasi penelitian seluruh karyawan PT. Sriwijaya Air Head Office M1 Tangerang. Teknik pengambilan sampel menggunakan *simple random sampling* (acak), dengan rumus slovin ditemukan 72 karyawan sebagai responden. Analisis data menggunakan regresi linear berganda. Hasil penelitian menunjukkan misi, konsistensi, dan adaptabilitas secara bersama-sama (simultan) berpengaruh terhadap produktivitas kerja karyawan PT. Sriwijaya Air Head Office M1 Tangerang. Perhatian terhadap karyawan merupakan dimensi yang paling memiliki pengaruh kuat terhadap produktivitas kerja karyawan, diharapkan PT. Sriwijaya Air Head Office M1 Tangerang, dapat melakukan evaluasi terkait faktor lain pengaruh produktivitas kerja, seperti jenjang karir, lingkungan internal, eksternal, sistem gaji, orientasi serta *reward and punishment*.

Kata kunci : misi, konsistensi, adaptabilitas dan produktivitas kerja karyawan.

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