

ABSTRAK

Penelitian ini dilakukan untuk mengetahui perbandingan Motivasi dan Kinerja karyawan terhadap perubahan sistem Broadcast Manajemen Sistem pada PT Media Televisi Indonesia. Pengumpulan data dilakukan melalui penyebaran kuesioner dan dilaksanakan pada 90 karyawan. Analisis data penelitian menggunakan bantuan SPSS. Teknik pengujian data yang digunakan dalam penelitian ini meliputi uji validitas, uji reliabilitas dan uji T untuk menguji dan membuktikan hipotesis

Hasil analisis menunjukkan bahwa perbandingan motivasi dan kinerja karyawan berbeda signifikan sebelum dan sesudah penerapan sistem Broadcast Management Sistem Multichannel.

Kata kunci: motivasi, kinerja, dan perbandingan



ABSTRACT

The research was conducted to compare the motivation and performance of employees to change the system Broadcast Management System in PT Media Televisi Indonesia. Data collected through questionnaires and carried out at 90 employees. Data analysis using SPSS. Statistical testing data in this study include validity, reliability and T test to test and prove the hypothesis

Results of the analysis showed that the ratio of employees' motivation and performance were significantly different before and after the application of the system Multichannel Broadcast Management System.

Keywords: motivation, performance, and comparison