

## **ABSTRACT**

*This objective of research is to analyze and explain the influence of work motivation, organizational culture and compensation to the performance in the PT Bank Rakyat Indonesia (Persero) Tbk. branch of the Kramat Jati, East Jakarta. Data collection was done by disseminating a questionnaire to employess marketing as much 78 people with sampling technique using the formula slovin. Data analysis using the method of testing the assumptions of classical test validity and reability, data and hypothesis testing with linear regression analysis techniques that are processed using the SPSS program for Windows. Based on the testresults the coefficient of determination adjusted value produces R-Square of 0.600 or 60%, it shows the influence of variable work motivation, organization culture and compensation on performance of employees, while the remaining 40% influenced by other factors not examined in this study. The results of thihs research indicate that: (1) Simultaneously work motivation, organization culture and the compensation effect on the performance of the employee's performance significantly to PT Bank Rakyat Indonesia (Persero) Tbk branch Kramat Jati East Jakarta and (2) Partially work motivation, culture organization and compensation to the performance of the employees of PT. Bank Rakyat Indonesia (Persero) Tbk branch Kramat Jati East Jakarta.*

**Keyword:** *Work Motivation, Organization Culture, Compensation, Employee Performance*



## ABSTRAK

Penelitian ini bertujuan untuk menganalisis dan menjelaskan pengaruh motivasi kerja, budaya organisasi dan kompensasi terhadap kinerja karyawan PT Bank Rakyat Indonesia (Persero) Tbk. Cabang Kramat Jati Jakarta Timur. Pengumpulan data dilakukan dengan menyebarkan kuesioner kepada karyawan marketing sebanyak 78 orang dengan teknik pengambilan sampel menggunakan rumus slovin. Metode analisis data menggunakan pengujian asumsi klasik, pengujian validitas dan reliabilitas data serta pengujian hipotesis dengan teknik analisis regresi linear yang diolah menggunakan program SPSS for Windows. Berdasarkan hasil pengujian koefisien determinasi menghasilkan nilai *adjusted R-Square* sebesar 0,600 atau 60%, hal ini menunjukkan pengaruh variabel motivasi kerja, budaya organisasi dan kompensasi terhadap kinerja karyawan, sedangkan sisanya 40% dipengaruhi oleh faktor lain yang tidak diteliti dalam penelitian ini. Hasil penelitian ini menunjukkan bahwa : (1) Secara simultan motivasi kerja, budaya organisasi dan kompensasi berpengaruh terhadap kinerja signifikan terhadap kinerja karyawan PT Bank Rakyat Indonesia (Persero) Tbk dan (2) Secara parsial motivasi kerja, budaya organisasi dan kompensasi berpengaruh terhadap kinerja karyawan PT. Bank Rakyat Indonesia (Persero) Tbk.

Kata kunci: Motivasi Kerja, Budaya Organisasi, Kompensasi, Kinerja Karyawan

