

## ABSTRACT

Condition of politics in Indonesia today, the competition between parties is now more strict. Party decision-makers as well as all party committee to conduct a variety of anticipation on the increasingly dynamic conditions through proper planning in order to maintain and enhance motivation, performance and loyalty of its human resources owned by the parties. It is very necessary, so the party can survive and compete with each other. Prosperous Justice Party in Jakarta has a problem of motivation, performance and loyalty of its members in running the party activities.

This paper is one attempt was made to the author in solving existing problems in the party, particularly on motivation, performance and loyalty. Therein, the authors serve on the related theory, the general picture of the organization, research methods, collecting and processing data, and provides a necessary conclusions and suggestions for the party. The method used is descriptive quantitative method.

In general it can be concluded that the motivation and performance has a significant effect on loyalty. Where in chapter five can be seen that the current state of motivation, performance and loyalty of human resources at the Prosperous Justice Party in Jakarta is in the range of 3 - 4 which means being in good enough position. Therefore, the authors explain this so that in future can be improved for the better.

In this research shows that motivation and performance has a significant effect on loyalty. This means that the level of motivation and high level of performance is an indication that the high level of loyalty that exist also, and vice versa.

The author is hoped that this paper can be useful in seeking a solution to the problem of conditions that exist today. Necessary to have a party improvements should be made in the management and human resource development owned by the party.



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