ABSTRACT

In the era of globalization the challenges for companies are bigger, and it wiil force the companies to make their activities more efficient to face the business challenge. And also at Super SA Roof-tile Company, the company always emphasizes to product the good quality. Here, human resources management factor is holding the important part for the success of company, beside the other factors.

Each individual in their life has their wants and needs, and that it motivates them to do some activity to fulfill their wants and needs. The power that motivates people to do something called motivation.

Motivation is very important in organization, because motivation has tight relation with productivity. In the organization if managers can motivate the employees it will give good influence to the organization. So it is important for managers to know what employees' wants and needs. The ability of manager to motivate, influence, move, and communicate with the employees will determine the effectively of manager. Therefore, manager should think how to motivate employees in order to increase realization of the activity

The work motivation that aimed to increase the productivity is influenced by several factors that are internal and external factors. Internal factors will be explained in the hierarchy of needs theory by Maslow, that is the lower level needs (psychological needs, safety needs, and social needs) and the higher level needs (esteem needs and self-actualization needs). And for the external factors will be explained in the two-factors theory by Herzberg.

Understanding the factors that influenced this productivity is very important. Because employee's productivity depends on the motivation, job satisfaction, the working conditions, the level of income. Problems formulated in this thesis are how the factors of motivation influence the work productivity of employee. For the technique of data analysis, the researcher uses multiple linier regression method, coefficient of correlation, the hypothesis test, and Durbin-Watson test. Multiple linier regression method is used to find out the functional relationship between one variable to the other variable. Coefficient of correlation is used to find out how strong the correlation between motivation and productivity. Test of hypotheses is the temporary statement that may or may not be true. And Durbin-Watson test is used to find out and measure if there any auto correlated in the regression method or not.

The result of the research showed that there is a positive correlation between motivation and productivity. It means that, increasing the motivation will cause increasing in the work productivity. And at Super S.A Roof-tile Company, the motivation factors that give bigger contribution to increase the work productivity of employee is the self-actualization needs.