

ANALISIS PERSEPSI KEPUASAN KERJA DAN MOTIVASI TERHADAP KINERJA KARYAWAN PADA CV BITA JAYA MANDIRI

ABSTRAK

Persepsi kepuasan kerja merujuk pada pandangan subjektif karyawan terhadap pengalaman mereka di tempat kerja, yang mencakup evaluasi emosional dan kognitif terhadap aspek-aspek pekerjaan seperti kompensasi, lingkungan kerja, dan hubungan interpersonal. Ini bukan hanya tentang kepuasan objektif, tetapi bagaimana karyawan merasakan dan menafsirkan kondisi kerja mereka, yang dapat memengaruhi motivasi dan produktivitas. Penelitian ini menganalisis persepsi kepuasan kerja dan motivasi terhadap kinerja karyawan di CV Bita Jaya Mandiri, perusahaan jasa rental mobil di Medan. Dilatarbelakangi kebutuhan mengoptimalkan kinerja SDM di tengah persaingan dan penurunan produktivitas akibat rendahnya motivasi serta manajemen waktu kurang efektif, penelitian kuantitatif ini menggunakan sampel 47 karyawan. Variabel independen adalah Persepsi Kepuasan Kerja (X1) dan Motivasi Kerja (X2), dengan Kinerja Karyawan (Y) sebagai dependen. Hasil uji hipotesis menunjukkan persepsi kepuasan kerja tidak berpengaruh positif signifikan terhadap kinerja (H1 ditolak), motivasi kerja berpengaruh positif signifikan (H2 diterima) sebagai pendorong utama, dan keduanya simultan berpengaruh positif signifikan sebesar 53,8%, sedangkan sisanya sebesar 46,2% dipengaruhi oleh faktor lain diluar penelitian ini. Penelitian memberikan saran praktis bagi manajemen untuk memadukan kepuasan kerja dengan faktor manajerial serta menjaga motivasi guna mencapai kinerja optimal.

Kata Kunci: Persepsi Kepuasan Kerja, Motivasi Kerja, Kinerja Karyawan, CV Bita Jaya Mandiri.

**PERCEPTION ANALYSIS OF JOB SATISFACTION AND
MOTIVATION ON EMPLOYEE PERFORMANCE AT
CV BITA JAYA MANDIRI**

ABSTRACT

Perceived job satisfaction refers to employees' subjective views of their experiences at work, encompassing emotional and cognitive evaluations of job aspects such as compensation, work environment, and interpersonal relationships. It's not just about objective satisfaction, but how employees perceive and interpret their working conditions, which can impact motivation and productivity. This study analyzes perceived job satisfaction and motivation on employee performance at CV Bita Jaya Mandiri, a car rental company in Medan. Driven by the need to optimize HR performance amidst competition and declining productivity due to low motivation and ineffective time management, this quantitative study used a sample of 47 employees. The independent variables are Perceived Job Satisfaction (X1) and Work Motivation (X2), with Employee Performance (Y) as the dependent variable. The results of the hypothesis test show that perceived job satisfaction does not have a significant positive effect on performance (H1 is rejected), work motivation has a significant positive effect (H2 is accepted) as the main driver, and both simultaneously have a significant positive effect by 53.8%, while the remaining 46.2% was influenced by other factors outside this research. This study provides practical advice for management to integrate job satisfaction with managerial factors and maintain motivation to achieve optimal performance.

Keywords: *Perceived Job Satisfaction, Work Motivation, Employee Performance, CV Bita Jaya Mandiri.*