**ABSTRACT**

Konfeksi Rosca is a retail company that produces products such as t-shirts, jackets, hats, shirts, and so on. Based on the research in the Confection Rosca found several problems that employees have not been able to complete their work with the target time determined by the company and the quality of work of employees is not optimal.

The research method used is descriptive method, data collection through questionnaires, observation and interviews. Questionnaires were distributed to all employees as many as 18 people, so the sampling technique was census. The data analysis technique used is regression analysis with correlation and coefficient of determination.

Based on the results of the study it is known that the employee's work motivation at the Rosca Confection is at a pretty good level. Low employee work motivation will have an adverse impact on the company. With motivational conditions like this, it has an impact on employee performance that is not optimal, as indicated by the achievement of production targets that have been determined by the company and the low quality of products produced by employees. Statistical test results showed that there was a positive influence of motivation on employee performance at the Rosca Confection which is indicated by the regression equation Y = 0.728 + 0.924 X, meaning that if the work motivation is optimal then the employee's performance will increase, but if the work motivation activities are performed less optimally then the employee's performance will decrease. The value of the correlation coefficient is 0.918 and the coefficient of determination is 84.27%. Thus work motivation affects employee performance by 84.27% while the rest is influenced by other things not examined such as compensation, security and work safety.

Obstacles faced by Confection Rosca include employees who are less able to meet the timeliness to start the work that has been determined by the company that will cause delays in the completion of the work of employees and the attitude of employees who make mistakes in work such as chatting, humor that makes employees not focus work resulting the resulting product has a product failure.

As for the business that has been done by the Konfeksi Rosca, the Company is firm to employees who often come late to start work for various reasons so that employees can come and start work on time and the Company warns employees who are unfocused when working so that employees can complete the work maximally.

**Keywords: Motivation, Performance**