

ABSTRACT

The purpose of this study was to determine the effect of Creativity and Career Opportunity on Employee Work Spirit at PT Universal Bandung. This research was conducted at PT Universal Bandung by using a sample of 30 respondents. Data collection techniques used were observation, interviews and distributing questionnaires. The data analysis method used is teknink multiple linear regression analysis, multiple correlation and coefficient of determination.

The results of the study show that creativity and career opportunity in a slimultan have a positive and significant effect on work morale. While partially creativity has a greater influence on work morale compared to career opportunities. The results of multiple correlation coefficients show that Creativity and Career Opportunities have a strong relationship to employee morale.

Keywords: Creativity, Career Opportunity, Work Spirit