ABSTRACT

Makmur Jaya Coffee Roaster is a coffee shop with a café nuance that is intended as a place to relax in enjoying time, meetings, and while doing a task. The owner of the Makmur coffee shop named Derry Kustiadihardjo, Makmur Jaya is taken from a prayer sentence and is easy to remember by the surrounding community, the menu offered is varied, there are coffee, Non Coffee, Mocktail, while the food offered is toast, Best seller at Makmur Jaya is the Coffee Milk and Mocktail menu as its own characteristics for its products.

The purpose of this research is the first to find out how the general description of Makmur Jaya Coffee Roaster Bandung is, the second is to find out how the implementation of work motivation and employee performance at Makmur Jaya Coffee Roaster Bandung is. The third is to find out how much influence motivation has on employee performance at Makmur Jaya Coffee Roaster Bandung and The fourth is to find out the obstacles faced and what efforts are being made by Makmur Jaya Coffee Roaster Bandung. By using quantitative methods and data analysis techniques using Validity Test, Reliability Test, Simple Linear Regression and Coefficient of Determination.

Thus, the contribution of the motivation variable to the Employee Performance variable achieves the magnitude of the influence with a percentage of 70%. the rest, 30% are other unidentified factors such as Leadership Style, Salary Burden, Work Environment.

Efforts are being made to minimize the obstacles that currently occur by first preparing a Job Training Program, the second updating the Applicable Regulations and considering the career paths of employees who provide loyalty

Keywords: Motivation, Performance