

## **ABSTRAK**

Penelitian ini dilakukan berdasarkan fenomena yang terjadi di PT. POS Indonesia (Persero) Bandung, dimana kinerja karyawan masih belum maksimal. Pada penelitian ini masalah kinerja karyawan dihubungkan dengan kebutuhan kekuasaan, kebutuhan berprestasi dan kebutuhan afiliasi. Oleh karena itu dalam penelitian ini fokus ingin mengetahui dan menganalisis pengaruh kebutuhan berprestasi, kebutuhan kekuasaan dan kebutuhan afiliasi terhadap kinerja karyawan. Metode penelitian yang digunakan adalah metode penelitian deskriptif dan verifikatif dengan jumlah populasi yang sama dengan sampel yaitu 75 orang. Pengujian instrument penelitian menggunakan uji validitas dan uji reliabilitas. Metode analisis data yang digunakan adalah korelasi berganda dan koefisien determinasi. Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan antara kebutuhan kekuasaan, kebutuhan berprestasi dan kebutuhan afiliasi terhadap kinerja karyawan. Besarnya pengaruh kebutuhan kekuasaan, kebutuhan berprestasi dan kebutuhan afiliasi terhadap kinerja karyawan secara simultan sebesar 63,3% dan sisanya 36,7% dipengaruhi oleh variabel lain yang tidak diteliti. Secara parsial besarnya pengaruh kebutuhan kekuasaan terhadap kinerja karyawan sebesar 9,8%, pengaruh kebutuhan berprestasi terhadap kinerja karyawan sebesar 20% dan pengaruh kebutuhan afiliasi terhadap kinerja karyawan sebesar 33,5%.

**Kata Kunci : Kebutuhan Kekuasaan, Kebutuhan Berprestasi, Kebutuhan Afiliasi, Kinerja Karyawan.**

## **ABSTRACT**

*This research was conducted based on the phenomenon that occurred at PT. POS Indonesia (Persero) Bandung, where employee performance is still not optimal. In this study, the problem of employee performance is related to the need for power, the need for achievement and the need for affiliation. Therefore, in this study the focus is to find out and analyze the influence of achievement needs, power needs and affiliation needs on employee performance. The research method used is descriptive and verification research methods with the same population as the sample, namely 75 people. Testing the research instrument using validity and reliability tests. The data analysis method used is multiple correlation and coefficient of determination. The results showed that there was a positive and significant influence between the need for power, the need for achievement and the need for affiliation on employee performance. The magnitude of the influence of the need for power, need for achievement and need for affiliation on employee performance simultaneously is 63.3% and the remaining 36.7% is influenced by other variables not examined. Partially, the influence of the need for power on employee performance is 9.8%, the influence of achievement needs on employee performance is 20% and the influence of affiliation needs on employee performance is 33.5%.*

***Keywords: Need for Power, Need for Achievement, Need for Affiliation, Employee Performance.***