

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh pengembangan Karir Dan Motivasi Kerja terhadap kepuasan kerja karyawan di PT Emado's Shawarma Cabang Kota Bandung. Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif dengan jumlah sampel sebanyak 60 responden. Metode analisis data dan uji hipotesis yang digunakan adalah analisis regresi linier berganda, analisis korelasi berganda, koefisien determinasi simultan dan koefisien determinasi parsial, uji hipotesis simultan dan parsial.

Hasil penelitian menunjukkan bahwa terdapat pengaruh positif antara dan signifikan antara pengembangan Karir Dan Motivasi Kerja terhadap kepuasan kerja karyawan di PT Emado's Shawarma Cabang Kota Bandung secara simultan 87,9%. Sedangkan secara parsial besarnya pengaruh pengembangan karir terhadap kepuasan kerja karyawan sebesar 38,0%, pengaruh motivasi terhadap kepuasan Kerja sebesar 20%.

Kata Kunci : Kepuasan Kerja, Motivasi kerja, Pengembangan Karir

ABSTRACT

This research aims to determine the effect of career development and work motivation on employee job satisfaction at PT Emado's Shawarma Bandung City Branch. The research of method used is descriptive and verification methods with a total sample of 60 respondents. The data analysis and hypothesis testing methods used were multiple linear regression analysis, multiple correlation analysis, coefficient of simultaneous determination and coefficient of partial determination, simultaneous and partial hypothesis testing.

The results showed that there was a positive and significant influence between career development and work motivation on employee job satisfaction at PT Emado's Shawarma Bandung City Branch simultaneously 87.9%. While partially the influence of career development on employee job satisfaction is 38.0%, the effect of motivation on job satisfaction is 20%.

Keywords: Job Satisfaction, Work Motivai, Career Development