

ABSTRACT

CV. Rumah Wedding Sri Salon dan Wedding Planner is a company in the field of wedding services which is quite well known in the Ciamis area, CV. Rumah Wedding Sri Salon Wedding Planner is the successor of his mother Hj. Yayah since 1972. The owner, Sri Fantianti, has continued her mother's business since 2008 until now. The office location is located on Jl. Raya Lumbung No. 328 Lumbung Village, Lumbung District, Ciamis Regency, West Java. CV. Rumah Wedding Sri Salon and Wedding Planner provide all wedding packages ranging from makeup, clothing, events, MC, entertainment, decorations.

The purpose of this study is 1. to find out how the implementation of work motivation in the CV. Sri Salon Wedding House and Wedding Planner 2. Besides that, there is also to find out the performance of employees on CV. Sri Salon Wedding House and Wedding Planner 3. find out how much influence work motivation has on employee performance. The research method used by the researcher is quantitative method, primary data collection technique with non-participant observation, structured interviews, and questionnaires (questionnaire). In addition, researchers use secondary data collection techniques by means of literature studies such as theories that underlie research problems. The sample taken is 14 employees. Processing the data obtained were analyzed using data analysis techniques, namely score analysis of each variable, validity test, reliability test, simple linear regression, hypothesis testing, and analysis of the coefficient of determination.

Based on the results of research that has been done, it is known that there are problems related to the division of labor that affect employee performance. The results showed that there was a positive influence between work motivation variables on employee performance variables of 73.0%. The rest, 27.0% of the work effectiveness variables are given by other factors that are not identified and outside the research such as: supervision and work discipline and others. The suggestion that researchers can put forward is that the company should pay more attention to the work experience possessed by its employees so that it does not become an obstacle in efforts to improve employee performance. Companies should apply sanctions to all employees to value time more, if the leadership does not pay attention to punctuality in work it will hinder the achievement of employee performance.

Keywords: Motivation, Employee Performance