

ABSTRACT

This study aims to determine the influence of work motivation and work discipline on employee performance at PT. Galih Estetika Indonesia, Kuningan Regency, West Java. The method used in this research is descriptive and verification analysis, with a non-probability sampling technique and a total sample of 47 respondents. Data collection techniques included observation, interviews, and the distribution of questionnaires. The research instrument testing employed validity and reliability tests. The data analysis methods applied were multiple linear regression, multiple correlation, coefficient of determination, method of successive interval (MSI) and hypothesis testing. The results of the study using the applied methods indicate that there is an influence both simultaneously and partially. The data analysis results show that the influence of work motivation and work discipline on employee performance at PT. Galih Estetika Indonesia, Kuningan Regency, West Java, is 71.6% simultaneously. Partially, work motivation has an effect of 44.9% on employee performance, while work discipline contributes 26.7%. The remaining 28.4% is influenced by other factors not examined in this study.

Keywords: *Work Motivation, Work Discipline, Employee Performance*