

ABSTRAK

Andi Pratama Putra, NIM 7163210008, “Pengaruh Motivasi Intrinsik, Motivasi Ekstrinsik Dan Komunikasi Internal Terhadap Semangat Kerja Pegawai Di Dinas Perhubungan Kota Medan Bidang Perparkiran”. Jurusan Manajemen Fakultas Ekonomi Universitas Negeri Medan Tahun 2020.

Penelitian ini bertujuan untuk mengetahui apakah Motivasi Intrinsik, Motivasi Ekstrinsik Dan Komunikasi Internal berpengaruh terhadap Semangat Kerja Pegawai Di Dinas Perhubungan Kota Medan Bidang Perparkiran. Sampel dalam penelitian ini sebanyak 92 orang. Sampel ditentukan menggunakan metode *total sampling*.

Teknik analisis data yang digunakan dalam penelitian ini adalah analisis regresi linear berganda. Dengan koefisien determinasi (R^2) sebesar 0,865. Yang berarti variabel Motivasi Intrinsik (X1), Motivasi Ekstrinsik (X2) dan Komunikasi Internal (X3) secara bersama-sama sebesar 86,5% dan sisanya 13,5% dipengaruhi variabel lain diluar model penelitian.

Uji parsial t diperoleh variabel Motivasi Intrinsik berpengaruh secara positif dan signifikan terhadap variabel Semangat Kerja, variabel Motivasi Ekstrinsik tidak berpengaruh terhadap variabel Semangat Kerja, dan variabel Komunikasi Internal berpengaruh secara positif dan signifikan terhadap variabel Semangat Kerja. Uji simultan F diperoleh variabel Motivasi Intrinsik, Motivasi Ekstrinsik dan Komunikasi Internal secara bersama-sama (simultan) berpengaruh terhadap Semangat Kerja pegawai di Dinas Perhubungan Kota Medan Bidang Perparkiran.

Kata kunci : Motivasi Intrinsik, Motivasi Ekstrinsik, Komunikasi Internal, Semangat Kerja.

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ABSTRACT

Andi Pratama Putra, NIM 7163210008, “The Effect of Intrinsic Motivation, Extrinsic Motivation and internal communication on employee morale in the Medan City Transportation Office in the Field of Parking”. Department of Management Faculty of Economics, State University of Medan, 2020.

The purpose of this research to determine, is it the Intrinsic Motivation, Extrinsic Motivation and internal communication influent employee morale in the Medan City Transportation Office in the Field of Parking, there are 92 people were sampled in this reasearch. This research counted by total sampling formula.

Multiple linear regression analysis was applied in this research. with coefficient of determination (R^2) equal to 0,865, it mean's that Intrinsic Motivation, Extrinsic Motivation and internal communication variables together are 86,5% meanwhile remaining 13,5% influenced by other variables out of the research model.

Partial t test shows that the Intrinsic Motivation variable has a positive and significant effect on the employee morale variable, the Extrinsic Motivation variable has no effect on the employee morale variable, and the Internal Communication variable has a positive and significant effect on the employee morale variable. Simultaneous F test shows that variable Intrinsic Motivation, Extrinsic Motivation and Internal Communication (simultaneously) influence t he Employee Morale in the Medan City Transportation Department in the Field of Parking.

Keywords : Intrinsic Motivation, Extrinsic Motivation, internal communication, employee morale

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