**ABSTRACT**

**EFFECT OF THE EFFECT OF THE INTRINSIC MOTIVATION AND THE EXTRINSIC MOTIVATION ON THE WORK PRODUCTIVITY AMONG SALES EMPLOYEES AT THE UNIVENUS CORP, LAMPUNG**

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The objective of this research was finding out the effect of the intrinsic motivation and the extrinsic motivation on the work productivity among sales employees. The independent variables of this research were the intrinsic motivation (X1) and the extrinsic motivation (X2). The dependent variable of this research was the work productivity (Y). The population of this research was the employees of The Univenus Corp., Lampung. The sampling technique used in this research was through the purposive sampling. The number of sample used in this research was 33 employees in the marketing department. The data analyzing technique used in this research was through the multiple linear regression analysis. The analytical tools used in this research were Microsoft Excel and SPSS 20. The result of this research was that the intrinsic motivation and the extrinsic motivation simultaneously affected the work productivity among the sales employees.

**Keywords:** Intrinsic Motivation, Extrinsic Motivation, Work Productivity