

## ABSTRAK

# PENGARUH MOTIVASI KERJA DAN DISIPLIN KERJA TERHADAP KINERJA KARYAWAN PT. MEGA CREATIVE PROMOSINDO BANDAR LAMPUNG

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Penelitian ini bertujuan untuk menganalisis pengaruh Motivasi kerja dan disiplin kerja terhadap kinerja seorang karyawan di PT. Mega Creative Promosindo. Metode penelitian yang digunakan adalah Kuantitatif, dengan menggunakan teknik analisis data Regresi Linier Berganda. Penelitian ini menggunakan teknik *purposive sampling* dengan menggunakan sampel sebanyak 35 Karyawan yang bekerja di PT. Mega Creative Promosindo. selama periode penelitian (2021–2022). Hasil penelitian menunjukkan bahwa secara parsial bahwa terdapat pengaruh yang signifikan antara Motivasi kerja dan Disiplin Kerja terhadap Kinerja Karyawan PT. Mega Creative Promosindo.

**Kata kunci:** *Motivasi Kerja, Disiplin Kerja, Kinerja Karyawan, PT. Mega Creative Promosindo.*

## ABSTRACT

### EFFECT OF MOTIVATION AND WORK DISCIPLINE ON EMPLOYEE PERFORMANCE OF PT. MEGA CREATIVE PROMOSINDO BANDAR LAMPUNG

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The Purpose of this research is to Analyze the impact of motivation and work discipline on employee performance at PT. Mega Creative Promosindo. The research Method that be used in this study is quantitative Method, Which using multiple Linear Regression analysis data Technique. This Research also using purposive sampling Method which using 35 employees That work at PT. Mega Creative Promosindo in 2021 to 2022. Result on this research indicated that there is a significant effect between motivation and work discipline on employee performance at PT. Mega Creative Promosindo employees.

**Kata kunci:** Motivation, work Discipline, Employee Performance, PT. Mega Creative Promosindo.

