

ABSTRACT

THE INFLUENCE OF WORK MOTIVATION AND WORK DISCIPLINE ON EMPLOYEE COMMITMENT AT. PT KEONG NUSANTARA ABADI (KNA)

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In the current era of globalization, every company is required to have good human resource management so that it can survive in the tight competition today. Good company management can increase the effectiveness of the company so in Indonesia many companies require their employees to increase their excellence in all fields to achieve maximum performance. Employees who work effectively are employees who can use their time efficiently so that employees will become disciplined towards their time and work. This research purpose was to determine the effect of work motivation and work discipline on employee commitment at PT. PT Keong Nusantara Abadi (KNA). The method of determining the sample used was nonprobability sampling using the purposive sampling technique where sampling was based on certain criteria determined by the researcher. The population in this study were all daily employees of PT KNA for the last 5 years, totaling 137 and a sample of 43. The data analysis method used was multiple regression analyses. The results of the data analysis showed that there was an influence between work motivation, and work discipline on employee commitment at PT Keong Nusantara Abadi (KNA).

Keywords: Work Motivation, Work Discipline, and Work Commitment.

