

ABSTRACT

WORKPLACE EFFECTIVENESS: WORK MOTIVATION, PERSON-JOB FIT, AND WORKPLACE CULTURE IN INDUSTRY AND TRADE OF LAMPUNG PROVINCE

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Human Resources play an important role in managing HR management so that it can optimize maximum results and have high quality and quantity. Without human resources, the organizational goals will not be achieved as planned or targeted. The purpose of this study was to measure how much work motivation, person-job fit and workplace culture affected the workplace effectiveness of the employees in the Industry and Trade of Lampung Province. This study used an associative method, namely the relationship or effect between work motivation, person-job fit, and workplace culture on the employees of the Industry and Trade Office of Lampung Province. The data collection technique used was questionnaire. The population in this study was 88 employees which were entirely used as the sample to be respondents. The results of this study indicate that the work motivation and the workplace culture had a negative but simultaneously positive effect on the employee workplace effectiveness. Person-Job Fit had a positive and simultaneously positive effect on the workplace effectiveness of the employees in Industry and Trade Office of Lampung Province.

Keywords: Work Motivation, Person-Job Fit, Workplace Culture and Workplace Effectiveness

