

**FAKTOR-FAKTOR YANG MEMPENGARUHI MOTIVASI KERJA  
KARYAWAN PIMPINAN PADA PT. MADU BARU DI DESA PADOKAN  
KECAMATAN KASIHAN KABUPATEN BANTUL  
YOGYAKARTA**

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**ABSTRAK**

Penelitian ini bertujuan 1) Mengetahui motivasi kerja karyawan pimpinan, 2) Menganalisis faktor-faktor yang mempengaruhi motivasi kerja karyawan pimpinan “PT. Madu Baru” di Desa Padokan Kecamatan Kasihan Kabupaten Bantul. Metode dasar penelitian yang digunakan adalah metode deskriptif. Metode pelaksanaan Penelitian ini merupakan studi kasus, dengan jumlah sampel yang ditetapkan sebanyak 60 responden karyawan bagian kepemimpinan dengan menggunakan metode *Sensus*. Sumber data yang digunakan data primer dan data sekunder. Variabel independen, yaitu umur, lama kerja kepuasan kerja dan kemampuan kerja sedangkan variabel dependennya adalah motivasi kerja. Uji instrumen meliputi uji validitasa dan uji reliabilitas Analisis dan pengujian hipotesis yang digunakan regresi linier berganda. Hasil penelitian menunjukkan 1) Motivasi kerja karyawan pimpinan PT Madu Baru masuk dalam kategori tinggi dengan persentase sebesar 77,87%. 2) Faktor umur, lama kerja, kemampuan kerja, dan kepuasan kerja mempengaruhi motivasi kerja karyawan pimpinan PT. Madu Baru.

Kata Kunci : Motivasi kerja, Umur, Lama kerja, Kepuasan kerja dan Kemampuan kerja.

***FACTORS THAT AFFECT LEADER EMPLOYEE MOTIVATION AT PT.  
MADU BARU IN PADOKAN VILLAGE KASIHAN SUB-DISTRICT BANTUL  
REGENCY YOGYAKARTA***

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***ABSTRACT***

*The aims of this research were (1) Knowing leader employee's work motivations and (2) Analyzing factors that affected leader employee's work motivation at PT. Madu Baru in Padokan Village Kasihan sub-district Bantul Regency Yogyakarta. This research was conducted as descriptive method and the implementation method was a case study, which used about 60 employees as the specified samples for the respondent's leader employees by using census method. This study had used two sources of data, primary data and secondary data. The independent variables were ages, length of working, work satisfaction, and working ability. On the other hand the dependent variable was work motivation. The instruments were validity test and reliability test. Analyzing and testing the hypothesis was used multiple linear regression. The results of this research showed that (1) PT. Madu Baru leader employees work motivations was in a high category with the percentage of 77,87% and (2) The factors of ages, length of work, working ability and work satisfaction were affected PT. Madu Baru leader employees work motivations.*

*Keyword : Work Motivation, Ages, Length of Work, Work Satisfaction, Work Ability*