

ABSTRACT

EKO PUJI SANTOSO, *Analysis of influence on Motivation and Job Satisfaction for Employee Performance of Market Manager (Case Study in Central market "Ambarketawang", Gamping District, Sleman Regency) Under direction by VINI ARUMSARI and SITI SYAMSIAR.*

The objective of this research aims to analyzed the influence of motivation and job satisfaction for employee performance of market manager at Central Market "Ambarketawang" and determine the level of motivation, job satisfaction, and employee performance market managers in the Central Market General "Ambarketawang". The method used in this research is a case study. The Sample in this study as many as twenty eight respondents, using the census method which is a technique that included all respondents taking the desired population. The type of data used are primary data and secondary data. Sources of data obtained from the Central Market "Ambarketawang, literature and other institutions associated with the research. Data collection techniques by observation, interviews, and recording. Results of the study, 1) motivation and job satisfaction simultaneously affect the employee's performance of market managers in the Central Market "Ambarketawang". 2) Level of motivation, job satisfaction, and employee performance manager of the Central Market General "Ambarketawang" including the high category.

Keywords: *Motivation, job satisfaction, performance, and market managers.*

ABSTRAK

EKO PUJI SANTOSO, Analisis Pengaruh Motivasi dan Kepuasan Kerja Terhadap Kinerja Karyawan Pengelola Pasar (Studi Kasus pada Pasar Sentral Umum “Ambarketawang” di Kecamatan Gamping Kabupaten Sleman). Dibimbing oleh **VINI ARUMSARI** dan **SITI SYAMSIAR**.

Penelitian ini bertujuan untuk menganalisis pengaruh faktor motivasi dan kepuasan kerja terhadap kinerja karyawan pengelola pasar di Pasar Sentral Umum “Ambarketawang” dan mengetahui tingkat motivasi, kepuasan kerja, dan kinerja karyawan pengelola pasar di Pasar Sentral Umum “Ambarketawang”. Metode yang digunakan dalam penelitian ini adalah studi kasus. Sampel pada penelitian ini sebanyak 28 responden, dengan menggunakan metode *sensus*, yaitu teknik pengambilan responden yang meliputi seluruh populasi yang diinginkan. Jenis data yang digunakan adalah data primer dan data sekunder. Sumber data diperoleh dari Kantor Kepala Pengelola Pasar Sentral Umum “Ambarketawang”, pustaka dan instansi-instansi lain yang terkait dengan penelitian. Teknik pengumpulan data dengan cara observasi, wawancara, dan pencatatan. Hasil penelitian, 1) Motivasi dan kepuasan kerja secara bersama-sama berpengaruh terhadap kinerja karyawan pengelola Pasar Sentral Umum “Ambarketawang”. 2) Tingkat motivasi, kepuasan kerja, dan kinerja karyawan pengelola Pasar Sentral Umum “Ambarketawang” termasuk kategori tinggi.

Kata Kunci : Motivasi, kepuasan kerja, kinerja, dan pengelola pasar.