

## **ABSTRACT**

PT. Pembangunan Perumahan (Persero) Tbk. is a company engaged in the field of construction services. Carpenter is one of the company's employees who have a significant role in the development process to achieve the target. However, because of a lack of motivation on the workers themselves result in decreased levels of effectiveness that delays the project completion time. Accordingly, this study aims to determine how the influence of motivational needs on the effectiveness of the carpenter work.

Number of samples taken in the study of 40 respondents using the method of collecting data through questionnaires containing about Maslow's hierarchy of needs theory. Variables in this study consists of 5 independent variables that explain each variable physiological needs, safety needs, social needs, esteem needs and self-actualization needs. As for the dependent variable explained about the effectiveness of the work. This study uses analysis of test validity, reliability test, the classical assumption test, correlation analysis, regression analysis, and hypothesis testing of the F test and T test.

The results showed that the hypothesis test conducted on these factors concluded that the factors that have a significant positive impact on the effectiveness of the work is a factor of physiological needs. Motivational factors that affect the needs of working effectiveness has influence value of 41.5% and the remaining 58.5% is influenced by other factors that are not addressed in this study.

**Keywords:** Motivation needs, work effectiveness, Maslow's hierarchy of needs theory.