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ABSTRACT

THE EFFECTIVENESS OF THE ACTIVITY OF PT. KERETA API INDONESIA (PERSERO) ANNIVERSARY AT BANDUNG HEADQUARTERS TOWARDS EMPLOYEES MOTIVATION TO WORK

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This research is purposed to determine the effectiveness of the anniversary activity of PT. Kereta Api Indonesia (Persero) towards employee motivation. The Author tries to analyze the indicators which have to be achieved that consist of purpose, plan, and the type of activities, employee existence, employee relatedness, and also employee growth of PT Kereta Api Indonesia (Persero) at Bandung headquarters.

This study is a quantitative approach. Most of the data collecting technique that used were spreading questionnaires, interview, and literature studies. The sample of the research were employees of PT Kereta Api Indonesia (persero) in amount of 94 from several division. The sampling technique that used is the simple random sampling of the research. The data analyzing technique to determine the correlation between variables is the rank spearman coefficient.

The Results shows that the purpose, plan, and the type of activities of PT. Kereta Api Indonesia (Persero) anniversary at Bandung headquarters has a considerable correlation towards employees motivation. And also the effectiveness of the PT. Kereta Api Indonesia (Persero) anniversary towards employee existence has a strong correlation, also the employee relatedness and growth, has a considerable correlation. This is proven by all of the questions in the form of a questionnaire which has distributed to the respondents by the author, was about the purpose of the activities, plans activities, type of activity, exixtence, relatednes, growth.

The author drew the conclusion that the purpose, plan, and the type of activities of the PT. Kereta Api Indonesia (Persero) anniversary has a considerable correlation. Beside, the effectiveness of the activity of PT. Kereta Api Indonesia (Persero) anniversary towards employee exictence, relatedness, and growth has a considerable correlation, significant and have the same aim.

Suggestion from the author for the PT. Kereta Api Indonesia (Persero) anniversary organizer is to enhance a harmonically good relationships in the internal environment, both superiors toward subordinates, or subordinates toward superiors, and to all fellow employees who are there throughout the PT. Kereta Api Indonesia (Persero) at Bandung headquarters to enhance the employee motivation.