ABSTRACT

MUHAMMAD MUNAWIR ANWAR, "The Role of Outbound and Motivation to Increase Employee Productivity Work at PT. Global Mentari Bandung", under guidance : Prof. Dr. Hj. Umi Narimawati, Dra., SE., M.Si

A company that wants to grow, must be able to utilize all its resources optimally. The optimization requires the company to constantly innovate in order to anticipate, adapt, and searching alternatives solutions to the existing competition, both in terms of product quality, service, and human resources. Associated with the current phenomenon is the internal problem lies precisely in the company itself, especially at work produkivitas supported by motivational factors within which covers about team work and motivation. Given the importance of companies to find out the role of the implementation of the outbound and motivation in improving employee productivity PT. Global Mentari Bandung, the authors intend to conduct research aimed at analyzing the role of the implementation of outbound and motivation in improving work productivity of employees at PT. Global Mentari Bandung.

The method used is descriptive analysis that analyzes the image data on the number or the accumulation of data based on the indicators for each instrument questions/ variables used, in this case the implementation of the outbound and motivation as a variable/ instrument freely/ independently, as well as employee productivity as a variable/ instrument attached/ dependent. Furthermore, through correlation analysis, analyzed the extent of closeness between the implementation of the outbound and the role of motivation in enhancing employee productivity. Then, to analyze how far the implementation of the outbound and motivational role in improving employee productivity, used multiple linear regression analysis.

The analysis showed that simultaneous implementation of the outbound and motivation have a strong role in increasing the productivity of employees in PT. Global Mentari. The analysis showed that the partial implementation of outbound positive and significant role in improving productivity, motivation otherwise positive but less significant role in improving employee productivity PT. Global Mentari.

Key Words: Role of Outbound, Employee Motivation and Productivity