ABSTRACT

Mochammad Robby Sandyria, NIM. 3402210041. "The Effect of Work Motivation and Personal Soft Skills on Employee Performance (A Study on Employees at the Cooperative, Small and Medium Enterprises, and Trade Office of Ciamis Regency)". Supervised by Dr. Nana Darna, S.E., M.M. 3112770228 (Supervisor I) and Nina Herlina, Ir., M.M. 3112770133 (Supervisor II).

This research is based on the condition where the performance of employees at the Cooperative, Small and Medium Enterprises, and Trade Office of Ciamis Regency has not yet reached an optimal level, one of which is due to worked motivation and personal soft skills. Based on the research problem formulation, this study addresses: 1) The effect of work motivation on employee performance at the Cooperative, Small and Medium Enterprises, and Trade Office of Ciamis Regency; 2) The effect of personal soft skills on employee performance at the Cooperative, Small and Medium Enterprises, and Trade Office of Ciamis Regency; and 3) The effect of work motivation and personal soft skills on employee performance at the Cooperative, Small and Medium Enterprises, and Trade Office of Ciamis Regency. This research aims to analyze: 1) The effect of work motivation on employee performance at the Cooperative, Small and Medium Enterprises, and Trade Office of Ciamis Regency; 2) The effect of personal soft skills on employee performance at the Cooperative, Small and Medium Enterprises, and Trade Office of Ciamis Regency; and 3) The effect of work motivation and personal soft skills on employee performance at the Cooperative, Small and Medium Enterprises, and Trade Office of Ciamis Regency. This research employs a descriptive quantitative verificative method, with data collected through questionnaires, and analysis conducted using the Pearson product-moment correlation, including simple correlation coefficient analysis, coefficient of determination analysis, significance test (t-test), simple regression analysis, multiple correlation coefficient analysis, multiple regression coefficient analysis, coefficient of determination analysis, and F-test. It can be concluded that work motivation has a positive and significant effect on employees at the Cooperative, Small and Medium Enterprises, and Trade Office of Ciamis Regency. Personal soft skills have a positive and significant effect on employees at the Cooperative, Small and Medium Enterprises, and Trade Office of Ciamis Regency. The combined effect of work motivation and personal soft skills has a positive and significant effect on employee performance at the Cooperative, Small and Medium Enterprises, and Trade Office of Ciamis Regency.

Keywords: Work Motivation, Personal Soft Skills, and Employee Performance.