

## ABSTRAK

**SRI WAHYUNI INDAYANI.** Pengaruh Disiplin, Motivasi Kerja dan Kompetensi terhadap Kinerja Karyawan AJB Bumiputera 1912 Kantor Pemasaran Regional Makassar (dibimbing oleh **Bahar Siring dan Serlin Serang**).

Penelitian bertujuan untuk: (1) menganalisis pengaruh disiplin terhadap kinerja karyawan, (2) menganalisis pengaruh motivasi kerja terhadap kinerja karyawan dan (3) menganalisis pengaruh kompetensi terhadap kinerja karyawan.

Penelitian ini menggunakan data primer melalui kuesioner dengan jumlah sampel sebanyak 44 orang karyawan, dilakukan dari bulan Juni hingga Agustus 2017. Data dianalisis dengan menggunakan analisis regresi berganda.

Hasil penelitian ini menunjukkan bahwa: (1) disiplin berpengaruh positif namun tidak signifikan terhadap kinerja karyawan dengan nilai signifikansi 0,894; (2) motivasi kerja berpengaruh positif namun tidak signifikan terhadap kinerja karyawan dengan nilai signifikansi 0,256; dan (3) kompetensi berpengaruh positif dan signifikan terhadap kinerja karyawan dengan nilai signifikansi 0,000.

Hal ini berarti bahwa kompetensi seperti motif, sifat, konsep diri, pengetahuan dan keterampilan dapat mendorong dan meningkatkan kinerja karyawan yang diukur dengan kompetensi, dapat diandalkan, pengetahuan, improvisasi dan inisiatif; serta disiplin dan motivasi perlu diperhatikan dalam meningkatkan kinerja karyawan AJB Bumiputera 1912 Kantor Pemasaran Regional Makassar.

Kata kunci: disiplin, motivasi kerja, kompetensi, kinerja karyawan.

## **ABSTRACT**

**SRI WAHYUNI INDAYANI.** *The Influence of The Discipline, Work Motivation and Competence On Employee Performance of AJB Bumiputera 1912 Regional Marketing Office of Makassar (supervised by Bahar Sinring and Serlin Serang).*

*The aims of this research are: (1) analyze the influence of discipline on employee performance, (2) analyze the the influence of work motivation on employee performance and (3) analyze the the influence of competence on employee performance.*

*This research used primary data through questionnaire with total samples of 44 employees, was done from June to August 2017. Multiple regression analysis was used to analyze the data.*

*The result of this research show that: (1) discipline had positive but insignificant effect on employee performance with significance value was 0,894; (2) work motivation had positive but insignificant effect on employee performance with significance value was 0,256 and (3) competence had positive and significant effect on employee performance with significance value was 0,000.*

*This findings showed that competence such as motives, attitudes, self-concepts, knowledge and skills can encourage and improve the employee performance as measured by competence, reliability, knowledge, improvisation and initiative; and the discipline and work motivation need to be considered in improving the employee performance AJB Bumiputera 1912 Regional Marketing Office of Makassar.*

*Keywords: discipline, work motivation, competence, employee performance.*