

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui motivasi kerja, kepemimpinan dan kinerja karyawan pada PT. Nata Bersama Tours And Travel (Nata Tours) serta untuk mengetahui seberapa besar pengaruh antara motivasi kerja, kepemimpinan dan kinerja karyawan pada PT. Nata Bersama Tours And Travel (Nata Tours). Mayoritas karyawan yang bekerja pada PT. Nata Bersama Tours And Travel (Nata Tours) tidak memiliki motivasi kerja dan semangat kerja untuk bekerja di perusahaan tempat mereka bekerja dikarenakan atasan PT. Nata Bersama Tours And Travel (Nata Tours) tidak selalu memberikan motivasi kepada seluruh karyawan serta karyawan tidak selalu mendapatkan promosi jabatan apabila mereka dapat berprestasi. Kedua hal ini yang mengakibatkan kurangnya motivasi kerja yang dimiliki oleh karyawan serta kepemimpinan yang diterapkan pada PT. Nata Bersama Tours And Travel (Nata Tours) dapat dikatakan kurang efektif dikarenakan atasan tidak selalu memberikan apresiasi atas hasil kerja karyawan. Kedua faktor tersebut, yaitu motivasi kerja dan kepemimpinan diyakini akan berdampak terhadap kinerja karyawan pada PT. Nata Bersama Tours And Travel (Nata Tours) dan terjadi penurunan penilaian pada indikator yang digunakan karena kurang efektifnya kedua faktor tersebut. Metode penelitian yang digunakan yaitu metode deskriptif-verifikatif. Sampel yang digunakan pada penelitian ini yaitu seluruh karyawan PT. Nata Bersama Tours And Travel (Nata Tours). Teknik sampling yang digunakan yaitu sampling jenuh atau sensus. Pengolahan data dilakukan dengan menggunakan regresi linear berganda, analisis koefisien korelasi, analisis koefisien determinasi dan pengujian hipotesis. Berdasarkan hasil penelitian dapat disimpulkan bahwa terdapat pengaruh antara motivasi kerja terhadap kinerja karyawan pada PT. Nata Bersama Tours And Travel (Nata Tours) serta terdapat pengaruh antara kepemimpinan terhadap kinerja karyawan pada PT. Nata Bersama Tours And Travel (Nata Tours) serta terdapat pengaruh secara simultan antara motivasi kerja dan kepemimpinan terhadap kinerja karyawan pada PT. Nata Bersama Tours And Travel (Nata Tours).

Kata Kunci: Motivasi Kerja, Kepemimpinan dan Kinerja Karyawan.

## **ABSTRACT**

*This research aims to determine work motivation, leadership and employee performance at PT. Nata Bersama Tours And Travel (Nata Tours) and to find out how much influence between work motivation, leadership and employee performance at PT. Nata Bersama Tours And Travel (Nata Tours). The majority of employees who work at PT. Nata Bersama Tours And Travel (Nata Tours) does not have work motivation and enthusiasm to work in the company where they work because of the supervisor of PT. Nata Bersama Tours And Travel (Nata Tours) does not always provide motivation to all employees and employees do not always get a promotion if they can excel. Both of these have resulted in a lack of work motivation possessed by employees as well as leadership applied to PT. Nata Bersama Tours And Travel (Nata Tours) can be said to be less effective because superiors don't always give appreciation for the work of employees. Both of these factors, namely work motivation and leadership are believed to have an impact on employee performance at PT. Nata Bersama Tours And Travel (Nata Tours) and there was a decrease in the assessment of the indicators used due to the ineffectiveness of the two factors. The research method used is the descriptive-verification method. The sample used in this study is all employees of PT. Nata Bersama Tours And Travel (Nata Tours). The sampling technique used is saturated or census sampling. Data processing is performed using multiple linear regression, correlation coefficient analysis, coefficient of determination analysis and hypothesis testing. Based on the results of the study it can be concluded that there is an influence between work motivation on employee performance at PT. Nata Bersama Tours And Travel (Nata Tours) and there is an influence between leadership on employee performance at PT. Nata Bersama Tours And Travel (Nata Tours) and there is a simultaneous influence between work motivation and leadership on employee performance at PT. Nata Bersama Tours And Travel (Nata Tours).*

**Keywords:** Work Motivation, Leadership and Employee Performance.