

**PENGARUH *FEAR OF SUCCESS* DAN MOTIVASI KERJA TERHADAP
KINERJA KARYAWAN PEREMPUAN YANG SUDAH MENIKAH
DI HOLIDAY INN RESORT BARUNA BALI**

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ABSTRAK

Pada era moderen ini, peran perempuan dalam dunia kerja semakin berkembang dan semakin meningkat, meskipun perempuan memiliki potensi dan kemampuan yang setara dengan laki-laki, banyak perempuan tidak mencapai sukses dalam karier mereka, salah satu faktor *fear of success* atau rasa takut akan sukses. Tujuan dari riset ini yakni guna mengetahui gambaran kinerja perempuan yang sudah menikah di Holiday Inn Resort Baruna Bali. Jenis penelitiannya adalah kuantitatif kausal. Dalam penelitian ini memerlukan waktu mulai dari bulan Maret sampai Mei tahun 2023. Jumlah populasi sebanyak 91 karyawan dan sampel sebesar 30 karyawan perempuan yang sudah menikah dimana menggunakan penelitian populasi. Hasil penelitian diperoleh di Holiday Inn Resort Baruna Bali dimana pada (1). *Fear of success* berpengaruh signifikan dan positif secara parsial terhadap kinerja karyawan. (2). Motivasi kerja berpengaruh signifikan dan positif secara parsial terhadap kinerja karyawan. (3). *Fear of success* dan Motivasi kerja berpengaruh signifikan secara simultan terhadap kinerja karyawan.

Kata kunci: *Fear of Success*, Kinerja Karyawan Perempuan, dan Motivasi Kerja

**THE INFLUENCE OF FEAR OF SUCCESS AND WORK MOTIVATION ON
THE PERFORMANCE OF MARRIED WOMEN EMPLOYEES
AT HOLIDAY INN RESORT BARUNA BALI**

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ABSTRACT

In this modern era, the role of women in the world of work is growing and increasing, even though women have potential and abilities equal to men, many women do not achieve success in their careers, one of the factors is fear of success. The purpose of this research is to describe the performance of married women at the Holiday Inn Resort Baruna Bali. This type of research is causal quantitative. In this study, it takes time from March to May 2023. The total population is 91 employees and a sample of 30 married female employees uses population research. The research results were obtained at the Holiday Inn Resort Baruna Bali where in (1). Fear of success has a significant and positive effect partially on employee performance. (2). Work motivation has a significant and positive effect partially on employee performance. (3). Fear of success and work motivation simultaneously have a significant effect on employee performance.

Keywords: Fear of Success, Female Employee Performance, and Work Motivation