

ABSTRAK

Sumarta, Wayan Agus Parta (2024). Pengaruh Motivasi, Disiplin Kerja Dan Rotasi Terhadap Kinerja Tenaga Pemasar Kredit Mikro Di Bank BRI Singaraja.

Tesis, Ilmu Manajemen, Program Pascasarjana, Universitas Pendidikan Ganesha.

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Kata-kata kunci: Motivasi, Disiplin Kerja, Rotasi, Kinerja

Penelitian ini bertujuan untuk menguji pengaruh motivasi, disiplin kerja dan rotasi terhadap kinerja tenaga pemasar kredit mikro di Bank BRI Singaraja. Penelitian dilakukan terhadap 84 pegawai BRI yang ditentukan dengan teknik *purposive sampling*. Objek penelitian ini motivasi, disiplin kerja dan rotasi terhadap kinerja pegawai. Teknik pengambilan data survey dengan alat kuisioner melalui *Google Form* kemudian dianalisis dengan regresi linier berganda. Hasil penelitian menunjukkan bahwa (1) Motivasi tidak berpengaruh signifikan terhadap kinerja tenaga pemasar kredit mikro di Bank BRI Singaraja. (2) Disiplin kerja tidak berpengaruh signifikan terhadap kinerja tenaga pemasar kredit mikro di Bank BRI Singaraja. (3) Rotasi berpengaruh signifikan terhadap kinerja tenaga pemasar kredit mikro di Bank BRI Singaraja. (4) Motivasi, disiplin kerja dan rotasi berpengaruh signifikan terhadap kinerja pegawai tenaga pemasar kredit mikro di Bank BRI Singaraja secara simultan.



ABSTRACT

Sumarta, Wayan Agus Parta (2024). The Influence of Motivation, Work Discipline and Rotation on the Performance of Micro Credit Marketers at Bank BRI Singaraja.

Thesis, Management Science, Postgraduate Program, Ganesha University of Education.

This thesis has been approved and examined by Supervisor I : Dr. I Nengah Suarmanayasa, SE., M.Si., and Supervisor II : Dr. Dra. Ni Made Suci. M.Sc.

Key words: Motivation, Work Discipline, Rotation, Performance

This research aims to examine the influence of motivation, work discipline and rotation on the performance of micro credit marketers at Bank BRI Singaraja. The research was conducted on 84 BRI employees who were determined using a purposive sampling technique. The object of this research is motivation, work discipline and rotation on employee performance. The technique of collecting survey data using a questionnaire tool via Google Form was then analyzed using multiple linear regression. The research results show that (1) Motivation does not have a significant effect on the performance of micro credit marketers at Bank BRI Singaraja. (2) Work discipline does not have a significant effect on the performance of micro credit marketers at Bank BRI Singaraja. (3) Rotation has a significant effect on the performance of micro credit marketers at Bank BRI Singaraja. (4) Motivation, work discipline and rotation have a significant effect on the performance of micro credit marketing employees at Bank BRI Singaraja simultaneously.

