

ABSTRAK

MisbahulMunir, 2013 SKRIPSI.

Title: "Analysis of How to Motivate Employees in CV VicitraSaintikaJombang"

Supervisor: Dr. Hj. IlfiNurdiana, M.Si

Keywords: How to Motivate, Motivation of employees

Motivation is an essential element in integrating between private individuals with organizational goals. Motivation should be able to have an impact on a person's activity in the achievement of organizational goals. The purpose of this study to find out how to motivate employees, what motivates employees, researchers used the theory of constraints Abraham Maslow's hierarchy of needs to motivate employees.

Research using qualitative methods with informants: Leader company, 1 unit manager who membawai business units of the company, and I Staff units and 3 employees of the company. Describe research on how to motivate employees in this study from the analysis berangkat phenomena, events, social activities, attitudes, beliefs, perceptions, thoughts of people individually or in groups, either the data obtained from observation, interviews, and documentation. penelitianini analysis method using qualitative descriptive through: reduction of data, presentation of data, Ferivikasi.

Results of the analysis showed that motivation was way di CV VicitaSaintikaJombang is to meet the needs of its employees covering needs: physiological, security protection, social, esteem, actualization diri.Namun in actual customized background conditions of the company and employees. So that makes employees motivated vary as between one another, depending on the employee's background.