

ABSTRACT

THE EFFECT OF WORK DISCIPLINE AND WORK MOTIVATION ON THE PERFORMANCE OF POKDARWIS EMPLOYEES OF COCONUT BEACH PANYURAN IN TUBAN REGENCY

Tuban Regency is located in the northern part of East Java which has about 6 coastal tourist destinations along the coast and one of them is Coconut Beach Panyuran. Coconut Beach Panyuran is managed by Pokdarwis. Initially, the coconut beach was known only in around the sub-district but now it is well known to the wider community and even outside the regency thanks to the efforts of pokdarwis of the coconut beach Panyuran. However, the perceived development is accompanied by several obstacles, such as employee performance, work discipline and work motivation.

This study has an objective to determine the effect of work discipline and work motivation on the performance of pokdarwis of Coconut Beach Panyuran. The method used in this study is quantitative research. The techniques of collecting data used are questionnaires, interviews and literature studies. The techniques of analyzing data used are validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, multiple linear regression analysis and hypothesis testing. The results of this study indicate that the work discipline variable has an effect on the employee performance of Coconut Beach Panyuran and work motivation has a positive and significant effect on the employee performance. Moreover, the dominant effect occurs in the work motivation variable on employee performance. This means that the more motivation given, the more it will improve employee performance.

Keywords: Work Discipline, Work Motivation, Employee Performance and Coconut Beach Panyuran.

ABSTRAK

PENGARUH DISIPLIN KERJA DAN MOTIVASI KERJA TERHADAP KINERJA PEGAWAI POKDARWIS PANTAI KELAPA PANYURAN DI KABUPATEN TUBAN

Kabupaten Tuban berada di wilayah Jawa Timur bagian utara yang memiliki sekitar 6 destinasi wisata pantai disepanjang pesisir dan salah satunya yaitu pantai kelapa panyuran. Pantai kelapa panyuran di kelola langsung oleh pokdarwis. Awalnya pantai kelapa dikenal sekitaran Kecamatan namun sekarang sudah terkenal di masyarakat luas bahkan luar Kabupaten berkat usaha pokdarwis pantai kelapa panyuran. Namun perkembangan yang dirasa tentu disertai oleh beberapa kendala seperti halnya kinerja pegawai, disiplin kerja dan motivasi kerja.

Penelitian ini bertujuan untuk mengetahui pengaruh disiplin kerja dan motivasi kerja terhadap kinerja pokdarwis pantai kelapa panyuran. Metode yang digunakan dalam penelitian ini yaitu penelitian Kuantitatif. Adapun teknik pengumpulan data yang digunakan yaitu kuesioner, wawancara dan studi pustaka. Teknik analisis data yang digunakan yaitu uji validitas, uji reliabilitas, uji normalitas, uji multikolinieritas, uji heteroskedestisitas, analisis regresi linier berganda dan uji hipotesis. Hasil dari penelitian ini menunjukkan bahwa variabel disiplin kerja berpengaruh terhadap kinerja pegawai pantai kelapa panyura dan motivasi kerja berpengaruh positif dan signifikan terhadap kinerja pegawai. Sedangkan pengaruh yang dominan terjadi antara variabel motivasi kerja terhadap kinerja pegawai. artinya semakin banyak motivasi yang diberikan maka semakin meningkatkan kinerja pegawai.

Kata Kunci : Disiplin Kerja, Motivasi Kerja, Kinerja Pegawai dan Pantai Kelapa Panyuran.