

ABSTRAK

Penelitian ini dimaksudkan untuk mengetahui pengaruh motivasi kerja, kedisiplinan kerja, kepuasan kerja dan OCB (*organizational citizenship behavior*) berpengaruh secara simultan terhadap kinerja SPG di retail giant dan hypermart mtka (*modern trade key account*) di Surabaya. Penelitian ini dilakukan dengan menggunakan pendekatan kuantitatif yaitu penelitian yang menitikberatkan pada pengujian hipotesa dengan alat analisa metode statistik dan menghasilkan kesimpulan yang dapat digeneralisasikan. populasi yang digunakan dalam penelitian ini adalah seluruh konsumen dari Giant dan Hypermart MTKA (*Modern Trade Key Account*) yang berjumlah 150 pelanggan. Teknik pengambilan sampel yang digunakan adalah teknik *probability sampling*, yaitu teknik pengambilan sampel yang memberikan kesempatan yang sama untuk anggota populasi untuk menjadi sampel. Sampel yang digunakan dalam penelitian ini adalah 60 orang. Alat uji yang digunakan adalah teknik analisis regresi linier berganda dengan bantuan *software* SPSS 17.0. Dari hasil penelitian yang telah dilakukan dapat disimpulkan bahwa, hasil dari uji validitas adalah *valid*, uji reliabilitas adalah *reliabel*. Analisa regresi linier berganda didapatkan permodelan yaitu $Y = 0.608 + 0.877X_1 + 0.451 X_2 + 0.391 X_3 + 0.594 X_4$. Berdasarkan hasil Uji F didapatkan hasil bahwa motivasi kerja (X_1), kedisiplinan kerja (X_2), kepuasan kerja (X_3) dan OCB (*organizational citizenship behavior*) (X_4) berpengaruh secara simultan terhadap kinerja SPG (Y) di retail giant dan hypermart mtka (*modern trade key account*) di Surabaya. Berdasarkan hasil uji t didapatkan hasil bahwa motivasi kerja (X_1), kedisiplinan kerja (X_2), kepuasan kerja (X_3) dan OCB (*organizational citizenship behavior*) (X_4) berpengaruh secara parsial berpengaruh signifikan dan positif terhadap kinerja SPG (Y) di retail giant dan hypermart mtka (*modern trade key account*) di Surabaya

Kata Kunci: Motivasi, Kedisiplinan, Kepuasan, OCB

ABSTRACT

This study is intended to determine the effect of work motivation, work discipline, job satisfaction and OCB (organizational citizenship behavior) simultaneously influence the performance of SPG at retail giant and hypermart mtka (modern trade key account) in Surabaya. This research was conducted using a quantitative approach, namely research that focuses on testing hypotheses using statistical analysis tools and producing generalizable conclusions. The population used in this research is all consumers from Giant and Hypermart MTKA (Modern Trade Key Account) which amount to 150 customers. The sampling technique used is probability sampling technique, which is a sampling technique that provides equal opportunities for members of the population to become samples. The sample used in this study was 60 people. The test tool used is multiple linear regression analysis technique with the help of SPSS 17.0 software. From the results of the research that has been done, it can be concluded that, the results of the validity test are valid, the reliability test is reliable. Multiple linear regression analysis obtained modeling, namely $Y = 0.608 + 0.877X_1 + 0.451 X_2 + 0.391 X_3 + 0.594 X_4$. Based on the results of the F test, it was found that work motivation (X1), work discipline (X2), job satisfaction (X3) and OCB (organizational citizenship behavior) (X4) simultaneously influence the performance of SPG (Y) at retail giant and hypermart mtka (modern trade key account) in Surabaya. Based on the results of the t test, it was found that work motivation (X1), work discipline (X2), job satisfaction (X3) and OCB (organizational citizenship behavior) (X4) partially have a significant and positive effect on the performance of SPG (Y) at retail giant and hypermart mtka (modern trade key account) in Surabaya

Keywords: Motivation, Discipline, Satisfaction, OCB