

PENGARUH MOTIVASI KERJA DAN DISIPLIN KERJA TERHADAP KINERJA KARYAWAN DI TOKO *NEW BOOK STORE* KABUPATEN MALANG

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh motivasi kerja dan disiplin kerja terhadap kinerja karyawan pada Toko *New Book Store* Kabupaten Malang. Latar belakang penelitian ini didasarkan pada pentingnya peran sumber daya manusia dalam meningkatkan daya saing usaha ritel, khususnya dalam menghadapi persaingan yang semakin ketat. Permasalahan yang ditemukan berkaitan dengan fluktuasi motivasi kerja serta tingkat kedisiplinan karyawan yang berpotensi memengaruhi pencapaian kinerja. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Populasi penelitian berjumlah 35 karyawan dan seluruhnya dijadikan sampel menggunakan teknik sensus (total sampling). Data dikumpulkan melalui kuesioner dengan skala Likert dan dianalisis menggunakan uji validitas, reliabilitas, uji asumsi klasik, regresi linier berganda, uji t, uji F, serta koefisien determinasi (R^2). Hasil penelitian menunjukkan bahwa secara simultan motivasi kerja dan disiplin kerja berpengaruh signifikan terhadap kinerja karyawan. Secara parsial, disiplin kerja berpengaruh positif dan signifikan terhadap kinerja karyawan, sedangkan motivasi kerja tidak berpengaruh signifikan secara parsial. Temuan ini menunjukkan bahwa kedisiplinan menjadi faktor dominan dalam meningkatkan kualitas, kuantitas, dan tanggung jawab kerja karyawan. Penelitian ini diharapkan dapat menjadi bahan pertimbangan bagi manajemen dalam merumuskan strategi peningkatan kinerja melalui penguatan sistem disiplin dan pengelolaan motivasi kerja yang lebih efektif.

Kata Kunci: Motivasi Kerja, Disiplin Kerja, Kinerja Karyawan, Regresi Linier Berganda, Sensus.

**THE EFFECT OF WORK MOTIVATION AND WORK DISCIPLINE ON
EMPLOYEE PERFORMANCE AT THE NEW BOOK STORE IN MALANG
REGENCY**

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ABSTRACT

This study aims to analyze the influence of work motivation and work discipline on employee performance at the New Book Store in Malang Regency. The background of this study is based on the important role of human resources in increasing the competitiveness of retail businesses, particularly in facing increasingly fierce competition. The problems identified relate to fluctuations in work motivation and employee discipline levels, which have the potential to impact performance achievement. This study used a quantitative approach with a survey method. The study population consisted of 35 employees, all of whom were sampled using a census technique (total sampling). Data were collected through a Likert-scale questionnaire and analyzed using validity, reliability, classical assumption tests, multiple linear regression, t-tests, F-tests, and the coefficient of determination (R^2). The results showed that work motivation and work discipline simultaneously had a significant effect on employee performance. Partially, work discipline had a positive and significant effect on employee performance, while work motivation had no significant effect partially. These findings indicate that discipline is a dominant factor in improving the quality, quantity, and responsibility of employee work. This research is expected to provide management with consideration in formulating performance improvement strategies through strengthening the discipline system and managing work motivation more effectively.

Keywords: Work Motivation, Work Discipline, Employee Performance, Multiple Linear Regression, Census.