

**MOTIVATION FACTORS THAT AFFECT WORKER'S PRODUCTIVITY  
IN PEMBANGUNAN PERTANIAN MELAKA (PPMSB)**

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## ABSTRACT

### MOTIVATION FACTORS THAT AFFECT WORKER'S PRODUCTIVITY IN PEMBANGUNAN PERTANIAN MELAKA (PPMSB)

In our perspectives, motivation generally can be referred as how to create or build up ourselves an excited feeling in our lives and increase the productivity in the workplace. In the other words, motivation give inspire to move from the bored situation that cause the lower productivity of workers in the workplace or individual and organizations to the enjoyable situation in the work. In this study, motivation factors that affect worker's productivity are training, financial incentives, working conditions and effective management. Company needs to concern about workers by giving motivation to increase the productivity of workers. This study aims to investigate four independent factors (training and development, financial incentives, working condition and effective management) that affect worker's productivity in Pembangunan Pertanian Melaka (PPMSB) for 53 workers. Objectives of this research are to study relationship between motivation factor and productivity of workers and to determine a dominant factor that influences the productivity of workers. Data collection method for this study is using questionnaires distribution. Data that have been collected are analyze by using correlation and multiple regression in software of Statistical Package for Science (SPSS).Result from correlation analysis show all independent factors (training and development, financial incentives, working conditions and effective management) have significant relationship with the productivity. Result from regression analysis shows that working condition is the dominant factor that affect worker's productivity with highest value from other factors. The result shows motivation factor give high impact to the performance and productivity of workers. As for recommendation, company needs to concern more about worker's motivation in order to improve productivity. Workers are asset for company where they contribute a lot in company's performance and profit, so it's necessary for company to care about workers' before profit.

*Keywords: productivity, motivation, PPMSB, training, financial incentives, working condition, effective management*