

ABSTRACT

The purpose of this research is to analyze and focus on the influence of work motivation on employee productivity at the BPJS Kesehatan Branch Office in Cirebon. The sample used in this study consists of 40 respondents, divided according to characteristics, namely 17 males and 23 females, based on the census method or the entire population as the majority of the sample. To facilitate problem-solving, this research was conducted using an associative quantitative research method, with data analysis employing coefficient of determination tests, simple linear regression tests, and hypothesis tests, assisted by the Statistical Product and Service Solutions (SPSS) version 22 for windows. The results of the data analysis indicate that the coefficient of determination (R^2) for the influence of work motivation on employee productivity is 57,2%, which falls within the score range of 50% to 80%, thus categorized as high. The remaining 42,8% is influenced by factors that were not examined. The hypothesis testing results show that $t_{\text{calculated}}$ is $7.133 > t_{\text{table}}$ which is 2.024. Since $t_{\text{calculated}} > t_{\text{tabel}}$, H_0 is rejected and H_a is accepted. This indicates that work motivation has a positive and significant influence on employee productivity.