

ABSTRACT

his study aims to analyze how work motivation contributes to improving employee performance at PT Sari Angin Cirebon. The background of this research is based on the importance of motivation as a key driving factor in achieving optimal work productivity. Although the company has implemented various motivational strategies, challenges remain in ensuring that all employees maintain high and sustainable work enthusiasm. This research uses a qualitative method with a case study approach. Data were collected through in-depth interviews, direct observation, and documentation involving five informants from various departments within the company. The data were analyzed using triangulation techniques to ensure the validity and depth of the findings. The results show that employee motivation at PT Sari Angin Cirebon is generally high, characterized by strong work enthusiasm, loyalty, and effective teamwork. The key motivational factors include financial compensation, non-financial recognition, supportive leadership, a comfortable work environment, and adequate work facilities. Work motivation has been proven to have a direct and significant impact on performance improvement, particularly in productivity, discipline, and work initiative. This study suggests that the company should continue to develop motivational programs through improved work facilities, structured personal development training, and fair, sustainable reward systems.

Keyword : *Work Motivation, Employee Performance.*