

## **ABSTRAK**

Penulisan ini berjudul : Analisis Pengaruh Rekrutmen, Orientasi Serta Motivasi Kerja Terhadap Kinerja Karyawan Pada Perusahaan Daerah Air Minum (Pdam) Tirta Lontar Kabupaten Kupang. Berdasarkan pengamatan penulis latar belakang masalah pokoknya dapat dirumuskan Masalah yang diangkat dalam penelitian ini yaitu mengenai Analisis Pengaruh Rekrutmen, Orientasi Serta Motivasi Kerja Terhadap Kinerja Karyawan Pada Perusahaan Daerah Air Minum (PDAM) Tirta Lontar Kabupaten Kupang.

Latar Belakang yakni, Perusahaan Daerah Air Minum (PDAM) Kabupaten Kupang ada tata cara rekrutmen seperti: Persyaratan umum, persyaratan khusus, formasi area wilayah dengan bidang teknik, Formasi SDM dan Formasi Pemasaran, sesuai kebutuhan yang ada. Seleksi dilaksanakan selama 2 minggu dengan berbagai tahapan seperti :seleksi administrasi, seleksi psikotest, seleksi kesehatan, seleksi bidang kompetensi dan seleksi wawancara akhir. Dengan total rekrutmen 70 Orang, yang ikut serta dalam rekrutmen adalah 200 orang, dengan total pegawai di dalam Perusahaan Daerah Air Minum (PDAM) Kabupaten Kupang berjumlah 213 Orang dengan berbagai bidang. Prosedur yang ditetapkan dalam penempatan karyawan sangat mempengaruhi kinerja karyawan. Oleh karena itu sangat dibutuhkan standar penempatan karyawan yang harus sesuai supaya tidak menimbulkan masalah nantinya. Produktivitas yang menurun diakibatkan karena kinerja karyawan kurang optimal. Dengan adanya rekrutmen, seleksi dan motivasi karyawan yang sesuai dengan minat maka mampu memaksimalkan kinerja dalam bertanggung jawab.

Tujuan Penelitian ini, Untuk mengetahui Pengaruh Rekrutmen Terhadap Kinerja Karyawan Pada Perusahaan Daerah Air Minum (PDAM) Tirta Lontar Kabupaten Kupang, Untuk mengetahui Pengaruh Orientasi karyawan Terhadap Kinerja Karyawan Pada Perusahaan Daerah Air Minum (PDAM) Tirta Lontar Kabupaten Kupang dan Untuk mengetahui pengaruh Motivasi Kerja Terhadap Kinerja Karyawan Pada Perusahaan Daerah Air Minum (PDAM) Tirta Lontar Kabupaten Kupang

Hasil penelitian ini menunjukkan bahwa Analisis pendahuluan dalam penelitian ini adalah analisis deskriptif yang mana bertujuan untuk mengukur persepsi, pengetahuan, dan keterampilan responden yang dilakukan dengan menggunakan skala likert yang merupakan skala interval. Setiap indikator akan diberikan sejumlah pertanyaan kepada responden. Analisis regresi linear berganda digunakan untuk mengukur seberapa besar pengaruh antara variabel bebas dan variabel terikat. Apabila hanya terdapat satu variabel bebas dan satu variabel terikat, maka regresi tersebut dinamakan regresi linear sederhana.

Berdasarkan hasil analisis dengan menggunakan aplikasi SPSS dapat diperoleh persamaan regresi linear berganda sebagai berikut :

$$Y = 9,420 + 0,846 X1 + 0,511 X2 + 0,718 X3$$

#### 1. Pengaruh Rekrutmen Terhadap Kinerja Karyawan

Diketahui nilai Sig. untuk pengaruh X1 terhadap Y adalah sebesar 0,006 < 0,05 dan nilai t hitung 2,886 > t tabel 1,997, sehingga dapat disimpulkan bahwa Ha diterima yang berarti variabel Rekrutmen berpengaruh terhadap Kinerja Karyawan.

#### 2. Pengaruh Orientasi Terhadap Kinerja Karyawan

Diketahui nilai Sig. untuk pengaruh X2 terhadap Y adalah sebesar 0,041 < 0,05 dan nilai t hitung 4,510 > 1,997, sehingga dapat disimpulkan bahwa Ha diterima yang berarti Variabel Orientasi berpengaruh terhadap kinerja karyawan.

#### 3. Pengaruh Motivasi Kerja Terhadap Kinerja Karyawan

Diketahui nilai Sig. untuk pengaruh X3 terhadap Y adalah sebesar 0,032 < 0,05 dan nilai t hitung 5,077 > 1,997 sehingga dapat disimpulkan bahwa Ha diterima dan dapat disimpulkan bahwa variabel motivasi kerja berpengaruh terhadap kinerja karyawan.

**Kata Kunci** : Rekrutmen, Orientasi Karyawan, Motivasi Kerja karyawan

## **ABSTRACT**

*This paper is entitled: Analysis of the Influence of Recruitment, Orientation and Work Motivation on Employee Performance at the Regional Drinking Water Company (Pdam) Tirta Lontar, Kupang Regency. Based on the author's observations, the background of the main problem can be formulated. The problem raised in this study is regarding the Analysis of the Influence of Recruitment, Orientation and Work Motivation on Employee Performance at the Regional Drinking Water Company (PDAM) Tirta Lontar, Kupang Regency.*

*The background is that the Regional Drinking Water Company (PDAM) of Kupang Regency has recruitment procedures such as: General requirements, special requirements, regional area formation with engineering fields, HR Formation and Marketing Formation, according to existing needs. The selection was carried out for 2 weeks with various stages such as: administration selection, psychological test selection, health selection, competency field selection and final interview selection. With a total recruitment of 70 people, 200 people took part in the recruitment, with a total of 213 employees in the Regional Drinking Water Company (PDAM) of Kupang Regency in various fields. The procedures established in the placement of employees greatly affect employee performance. Therefore, it is very necessary that the standards for employee placement must be appropriate so as not to cause problems later. Decreased productivity is caused by less than optimal employee performance. With the existence of recruitment, selection and motivation of employees according to their interests, they are able to maximize performance in being responsible.*

*The purpose of this study, to determine the effect of recruitment on employee performance at the Regional Water Company (PDAM) Tirta Lontar, Kupang Regency, to determine the effect of employee orientation on employee performance at the Regional Water Company (PDAM) Tirta Lontar, Kupang Regency and to determine the effect of work motivation On Employee Performance at the Regional Drinking Water Company (PDAM) Tirta Lontar, Kupang Regency*

*The results of this study indicate that the preliminary analysis in this study is a descriptive analysis which aims to measure the perceptions, knowledge, and skills of the respondents using a Likert scale which is an interval scale. Each indicator will be given a number of questions to respondents. Multiple linear regression analysis is used to measure the influence between the independent variables and the dependent variable. If there is only one independent variable and one dependent variable, then the regression is called simple linear regression. The constant value (a) has a positive value of 9.420. The positive sign means that it shows a very influential value which includes X1, X2 and X3 on the Y value, which is 9.420. The regression coefficient value for the X1 Recruitment variable is 0.846. This value indicates a positive (unidirectional) effect between the variables X1 and Y. This means that if the variable X1 increases by 1, then the variable Y will increase by 0.846. Assuming that other variables remain constant. The regression coefficient value for the Employee Orientation variable X2 is -0.511. This value indicates a negative (opposite) effect between the variables X2 and Y. This means that if the variable X2 decreases by 1, then on the contrary the variable Y will increase by -0.511. Assuming that other variables are held constant. The regression coefficient value for the Work Motivation variable X3 has a value of 0.718. This shows that if X3's Work Motivation increases by 1%, then Employee Y's Performance will increase by 0.718, meaning that it shows a unidirectional influence between variables.*

*The t test is known that the value of Sig. for the effect of X1 on Y is 0.001 < 0.05 and the value of t count is 5.886 > t table 1.997, so it can be concluded that H1 is accepted which means it can influence X1 on Y.*

*Sig value is known. for the effect of X2 on Y is 0.001 < 0.05 and the t-value is -4.510 < 1.997, so it can be concluded that H2 is rejected, which means that there is no effect of X2 on Y. It is known that the value of Sig. for the effect of X3 on Y is 0.001 < 0.05 and the t-value is 5.077 > 1.997 so it can be concluded that H3 is rejected, which means that there is an influence of X3 on Y.*

*Simultaneous Test (F Test) F count 23.328 and F table 2.75 Based on the above table it can be seen that the F count value is  $23.328 > 2.75$ , so it can be concluded that  $H_0$  is acceptable which means there is an influence on variables X1, X2 and X3 simultaneously on variable Y.*

*Test the coefficient of determination in the table above to obtain an adjusted R-square value of 0.500 (50.00). This means that the ability of the independent variables in this study affects the dependent variable by 50.00, while the remaining 50.00 ( $1 - 0.522$ ) is explained by variables other than the independent variables in the study*

***Keyword : Recruitment, Orientation and Work Motivation***