THE EFFECT OF SELF-ACTUALIZATION NEEDS AND APPRECIATION ON EMPLOYEES' JOB SKILLS AT PT. SINAR NIAGA SEJAHTERA BENGKULU

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ABSTRACT

This study aims to find out the effect of self-actualization needs appreciation on employees' job skills at PT. Sinar Niaga Sejahtera Bengkulu. The type of research used is quantitative. The data collection method in this research used observation and questionnaire techniques, with a sample of 110 respondents and the data analysis method used multiple linear regression. The research results show that multiple linear regression is $10.012 + 0.004 X_1 + 0.996 X_2 + 0.129$. Where the coefficient is positive, it means that there is a positive or unidirectional correlation between the variables of self-actualization needs and appreciation on employees' job skills at PT. Sinar Niaga Sejahtera Bengkulu. The results show that the test results for self-actualization need (X_1) show t_{count} 2.037 > t_{table} 1.658 and significance $0.004 < 0.05$, meaning that self-actualization need (X_1) has a positive and significant effect on employees' job skills at PT. Sinar Niaga Sejahtera Bengkulu. The results of the award test (X_2) show t_{count} 280.225 > t_{table} 1.658 and significance $0.000 < 0.05$, therefore the results of Ha hypothesis are accepted and Ho is rejected, meaning that the award (X_2) has a positive and significant effect on employees' job skills at PT. Sinar Niaga Sejahtera Bengkulu. Based on the Fcount value being greater than the Ftable value, namely $39763.489 > 2.69$, it is concluded that Accepting the Hypothesis, meaning that there is a simultaneous influence between the need for self-actualization (X_1) and appreciation (X_2) on employees' job skills at PT. Sinar Niaga Sejahtera Bengkulu. This can be seen at the significance level of $0.000 < 0.05$.

Keywords: Self-Actualization Needs, Esteem, Job Skills
1. Student (Management)
2. Supervisors