

## ABSTRACT

### **THE INFLUENCE OF COMPETENCE, MOTIVATION, AND JOB SATISFACTION ON EMPLOYEES' PERFORMANCE AT PT. MEDIA BENGKULU ONLINE SUKSES**

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*PT Media Bengkulu Online Sukses is a company engaged in the online print media sector that broadcasts news in Bengkulu. In carrying out its vision, PT Media Bengkulu Online Sukses still faces challenges where some employees' competencies do not meet expectations. For example, their interest in performing activities/tasks is not maximized, there are still employees who feel a lack of good/effective communication with superiors, some employees provide work targets that are not timely, and there is a lack of job promotion. This study aims to determine the influence of competence, motivation, and job satisfaction on the performance of employees at PT Media Bengkulu Online Sukses. The type of research used in this study is associative research with a quantitative approach using methods that utilize numbers, from data collection to interpretation and presentation of results. The sample size used in this study is 30 people. The data collection techniques in this study are observation and questionnaires measured using SPSS software. The data analysis techniques used are multiple linear regression, coefficient of determination, and hypothesis testing. The results of the study indicate that there is an influence of competence (X1) on employee performance (Y) at PT. Media Bengkulu Online Sukses with a significance value of  $0.000 < 0.05$  and  $t$  calculated  $> t$  table ( $6.760 > 0.135$ ), indicating that variable X has an effect on employee performance (Y). The significance value also shows that the motivation variable (X2) affects employee performance (Y) with a significance value of  $0.005 < 0.05$  and  $t$  calculated  $> t$  table ( $6.427 > 0.135$ ). There is an effect of job satisfaction (X3) on employee performance (Y) at PT. Media Bengkulu Online Sukses with a significance value of  $0.004 < 0.05$  and  $t$  calculated  $> t$  table ( $8.909 > 0.135$ ), indicating that variable X3 affects employee performance (Y). Therefore, it can be concluded that collectively, the independent variables have a significant effect on the dependent variable.*

**Keywords: Job competence, Motivation, and Job satisfaction**

