

ABSTRACT

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Study Program : Entrepreneurship

Title : Analysis of the Effect of Work Motivation and Loyalty on Work Performance of Employees of the Production Division of PT. Brilliant Kelindo Star

The purpose of this study was to determine the effect of work motivation and loyalty on the work performance of employees of the production division of PT. Bright Kelindo Star. This study examines the employees of the production division of PT. Bright Kelindo Star. The number of samples used was 45 respondents using a non-probability sampling technique with a purposive sampling approach. This research is a quantitative research with data collection methods using google form online and data analysis using SEM (Structural Equation Modeling) with the help of SmartPLS 3 software. The results of this study indicate that work motivation has a significant but low effect on work performance and loyalty has a moderate significant effect. on performance.

Keywords: *Work Motivation, Loyalty, Work Performance*