THE ANALYSIS OF INTRINSIC AND EXTRINSIC MOTIVATION TOWARDS SALES PERFORMANCE A CASE STUDY OF PT.XYZ

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

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Motivation is an abstract form that has been widely used in human sciences and capable to many approaches. extrinsic motivation can be describe as, money and verbal reinforcement, mediated outside of the person, in the other hand intrinsic motivation is mediated within the person. The purpose of this research is to identify the influence of intrinsic and extrinsic motivation towards the sales performance and to identify the most influencing factors of intrinsic and extrinsic motivation towards the sales performance. The type of study used in this research is descriptive study and quantitative research. In this research, the researcher would like to analyze the factor of intrinsic and extrinsic salesperson's motivation towards sales performance in PT. XYZ. The author also use multiple linear regression analysis to find the relationship between intrinsic and extrinsic salesperson's motivation towards sales performance. Extrinsic salesperson's motivation has the highest regression coefficient is $\beta=0.628$. Recommendation for the company is also written at the end of this research

Keywords: Automotive Industry, Intrinsic Motivation, Extrinsic Motivation, Motivation, Salesperson's.

Indra Maulana Junaedi

DEDICATION

I dedicate this to Allah SWT for giving the kindest blessing, health, wisdom and spirit.

I also dedicate this works for beloved parents, advisor, and friends.

Indra Maulana Junaedi

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