

Motivational Analysis Of Broiler Breeders In Partnering Jember District

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ABSTRACT

This study aims to analyze the factors that influence the motivation of broiler breeders in partnering in Jember Regency. Quantitative research method with descriptive analysis. The sampling technique used accidental sampling which was conducted by direct interviews with the help of questionnaires. The number of respondents in this study were 30 breeders. Analysis testing was carried out using a computer program called Statistical Program for Social Science (SPSS 29) with a simple linear regression test to find the effect of motivation on production performance. The results of the T-test analysis that have a positive effect on the performance of production results, namely the aspect of job support with a value of $0.001 < 0.05$ and the aspect of supervision with a value of $0.048 < 0.05$ while aspects of company policy, interpersonal relations, rewards and rewards do not have a positive effect on the performance of production results . on the F test obtained a significance value of $0.001 < 0.05$, it can be concluded that aspects of job support, company policy, supervision, interpersonal relations, rewards and awards have a positive effect on production performance.

Keywords: *Broiler Chicken, Partnership, Breeding Performance, Motivation*