

**ANALYSIS OF THE INFLUENCE OF WORK MOTIVATION AND  
COMPENSATION ON EMPLOYEE PERFORMANCE  
PT NOR COFFEE INDONESIA**

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**ABSTRACT**

*Large capital and many relationships are not enough to achieve company goals. Human Resource Empowerment (HR) through Human Resource Management (HRM) needs to be implemented in order to achieve company goals. The application of HRM can be done using work motivation and compensation to influence employee performance in achieving company goal. The purpose of the research to (1) analyze the influence of work motivation on the performance of PT NOR Coffee Indonesia employees and (2) analyze the influence of compensation on the performance of PT NOR Coffee Indonesia employees. The type of research is descriptive research with qualitative methods by collecting data using the interview method. The sample or respondents used were 10 respondents consisting of supervisor from each division, employees from each division, and commissioners and founders. The research results show that all dimensions of work motivation consisting of work environment, a good supervision, job guarantee, and flexible rules have a positive effect on employee performance. All compensation dimensions consisting of company capabilities, cost of living, position, education and work experience, and type of work have been proven to have a positive effect on employee performance. It can be concluded that work motivation and compensation have a positive effect on the performance of PT NOR Coffee Indonesia employees.*

*Keywords: Management, Compensation, Work Motivation, Employee Performance*