ABSTRAK

Tujuan dari penelitian ini adalah menganalisis dan mendiskripsikan model peningkatan kinerja sumber daya manusia melalui orientasi belajar dan motivasi berprestasi. Penelitian ini menggunakan kuesioner untuk mengambil data pada karyawan PT Quartindo Sejati Furnitama Sayung Demak sebanyak 109 orang. Teknik pengambilan sampel menggunakan teknik *purpose random sampling* . Metode analisis menggunakan *Path Analysis.*

Hasil penelitian ini menunjukan bahwa adanya pengaruh positif dan signifikan antara variabel orientasi belajar terhadap kinerja sumber daya manusia, terdapat pengaruh positif dan signifikan antara orientasi belajar terhadap motivasi berprestasi , terdapat pegaruh positif dan signifikan antara motivasi berprestasi terhadap kinerja sumber daya manusia. Selain itu berdasarkan pengaruh langsung, pengaruh tidak langsung dan pengaruh total yakni variabel orientasi belajar melalui motivasi berprestasi terhadap kinerja sumber daya manusia sebesar 24,7 % dan variabel motivasi berpestasi terhadap kinerja sumber daya manusia sebesar 45,3%.

Kata kunci: Orinetasi Belajar, Motivasi Berprestasi dan Kinerja Sumber Daya Manusia.

ABSTRACT

The purpose of this study is to analyze and describe the model of improving the performance of human resources through learning orientation and achievement motivation. This study uses a questionnaire to retrieve data on 109 PT Quartindo Sejati Furnitama Sayung Demak employees. The sampling technique used the purpose random sampling technique. The analysis method uses Path Analysis. The results of this study indicate that there is a positive and significant influence between learning orientation variables on the performance of human resources, there is a positive and significant influence between learning orientation towards achievement motivation, there is a positive and significant influence between achievement motivation on the performance of human resources. In addition, based on direct influence, the indirect influence and total influence of learning orientation variables through achievement motivation on the performance of human resources is 24,7% and the variable of achievement motivation on the performance of human resources is 54,3%.

Keywords: Orinetation of Learning, Achievement Motivation and Human Resource Performance.