

**THE INFLUENCE OF EDUCATION, WORK MOTIVATION  
AND TECHNOLOGY TOWARD WORK PRODUCTIVITY AT  
PT. WAHANA WIRAWAN NISSAN DATSUN MANADO**

**THESIS**

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**MANAGEMENT DEPARTMENT**

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**JEANET CHAREN RUMIMPUNU**

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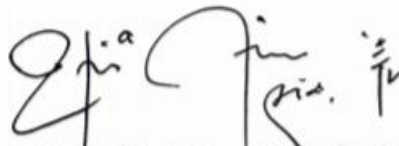
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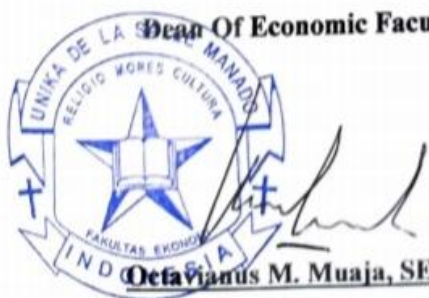
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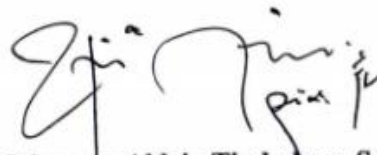


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## **ABSTRACT**

### **THE INFULENCE OF EDUCATION, WORK MOTIVATION, AND TECHNOLOGY TOWARD WORK PRODUCTIVITY AT PT. WAHANA WIRAWAN NISSAN DATSUN (GUIDED BY HARLI MONIKASIUS MERUNG, S.E., M.M AND JOHANES ALDRIN TIMBULENG, S.I.P., M.PUB.ADMIN.)**

The purpose of this study was to determine how the education, work motivation, and technology toward work productivity at PT. Wahana Wirawan Nissan Datsun Manado.

This research uses quantitative research methods with data collection techniques through distributing questionnaires to company employees. The study used a population of 32 employees at the Nissan Datsun Manado. The analytical method used is multiple linear regression. Data processing using the SPSS application (Statistical Package for Social Sciences) 24.

The results showed that the partial test of education and work motivation did not significantly influence the work productivity at PT. Wahana Wirawan Nissan Datsun Manado. But technology has a significant effect on the work productivity at PT. Wahana Wirawan Nissan Datsun Manado. In the simultaneous test shows that education, work motivation, and technology significantly influence the work productivity at PT. Wahana Wirawan Nissan Datsun Manado.

***Keywords : Education, Work Motivation, and Technology, Work Productivity***

## **ABSTRAK**

### **PENGARUH PENDIDIKAN, MOTIVASI KERJA, DAN TEKNOLOGI TERHADAP PT. WAHANA WIRAWAN NISSAN DATSUN MANADO (GUIDED BY HARLI MONIKASIUS MERUNG, S.E., M.M AND JOHANES ALDRIN TIMBULENG, S.I.P., M.PUB.ADMIN.)**

Tujuan dari penelitian ini adalah untuk mengetahui bagaimana pengaruh dari pendidikan, motivasi kerja, dan teknologi terhadap produktivitas kerja karyawan di PT. Wahana Wirawan Nissan Datsun Manado.

Penelitian ini menggunakan metode penelitian kuantitatif dengan teknik pengumpulan data melalui penyebaran kuisisioner kepada karyawan perusahaan. Penelitian ini menggunakan populasi dengan jumlah seluruh karyawan di PT. Wahana Wirawan Nissan Datsun Manado, yaitu 32 karyawan. Penelitian ini menggunakan metode analisis Regresi Linear Berganda yang kemudian data ini diolah menggunakan aplikasi SPSS (Statistic Packet for The Social Sciences) 24.

Hasil penelitian menunjukkan bahwa secara uji parsial pendidikan dan motivasi kerja tidak berpengaruh secara signifikan terhadap kinerja karyawan di PT.Wahana Wirawan Nissan Datsun Manado. Namun teknologi berpengaruh signifikan terhadap produktivitas kerja karyawan di PT.Wahana Wirawan Nissan Datsun Manado. Dalam uji simultan menunjukkan bahwa pendidikan, motivasi kerja dan teknologi berpengaruh secara signifikan terhadap produktivitas kerja karyawan di PT. Wahana Wirawan Nissan Datsun Manado.

***Kata Kunci : Pendidikan, Motivasi Kerja, dan Teknologi, Produktivitas Kerja***

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**Manado, July 30<sup>th</sup> 2020**

**Student**



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