

ABSTRACT

The principal aim of this research is to analyze a conceptual model of organizational behavior. That model is expanded into analysis of work motivation theory especially as the intrinsic motivation of a full time lecturer of a private university.

This research tries to examine the influence of continuance commitment based altruistic worklife on intrinsic socio-sensitive motivation, the influence of institutional trust on intrinsic socio-sensitive motivation, the influence of continuance commitment based altruistic worklife on individual performance, the influence of institutional trust on individual performance, the influence of intrinsic socio-sensitive motivation on individual performance, the influence of intrinsic socio-sensitive motivation on work satisfaction and the influence of work satisfaction on individual performance empirically.

Sampling technique based on simple purposive sampling. The amount of the sample used is about 153 full time lecturers of private universities in central java region. The data obtained at this research by using the interview and the amount of the questionnaires which are spread out.

The theoretical finding of this research is to prove the direct influence of intrinsic socio-sensitive motivation of full-time lecturer of private university on individual performance amounts 0,77 it means a private lecturer's socio sensitive intrinsic motivation is increasing can also make its individual performance increasing. The R² value of variable of intrinsic socio-sensitive motivation amounts 0,42 that means the variation of variable of intrinsic sosio-sensitif motivation is able to explain this research amounts 42% and 58% of the others explained by other variables which not examined in this dissertation.

Keywords: motivation, satisfaction, performance, altruistic, institutional trust, simple purposive sampling