

ABSTRACT

Employee performance is an important factor in company business success. Work motivation and self efficacy are several factors that can influence of employee performance. This research aims to analyze the influence of the relation between work motivation and self efficacy to employee performance, also the influence of the relation between work motivation and self efficacy to employee performance with collectivism as moderator.

Questionnaires were distributed to 100 employees of PT. Telekomunikasi Indonesia Regional IV Semarang. Data was collected using Simple Random Sampling method. Data analysis utilized validity test, realibility test, classical assumption test, regression test, and MRA (Moderated Regression Analysis).

The results indicates that work motivation and self efficacy have positive and significant influence to employee performance, while collectivism as a moderator also have positive and significant influence. High collectivism is able to strengthen relation between work motivation and self efficacy to employee performance.

Keywords : Work Motivation, Self-efficacy, Employee Performance, Collectivism