

## **ABSTRACT**

*Job satisfaction and job motivation are directly related to staff performance. Job satisfaction and job motivation experienced by staff could reduce or increase staff performance. Staff who feels satisfied with the job obtained will be motivated to increase his/her performance, consequently it will impact on improving the company performance overall.*

*This research was done at the Indonesia based PT Coca Cola Amatil. The aim of the research is to investigate the effect of staff performance relation to the job satisfaction and job motivation that has been moderated by job duration. The samples number determined in this research are 64 respondents and used sampling purposive method. As independent variables are job satisfaction and job motivation, and its variable moderating is job duration, while its dependent variable is staff performance.*

*The results of the analysis using moderated regression are the job satisfaction variable and job motivation are positively influenced to staff performance, and the job duration variable moderated job satisfaction to the staff performance, meanwhile job duration variable did not succeed to moderate job motivation to staff performance. The result of the analysis could be known that 22 percent variation of staff performance could be explained by independent variable and moderating variable that has been examined in this research and 78 percent by the other factors outside the model.*

**Keywords:** *Moderated Regresion Analysis, Job Satisfaction, Job Motivation, Job Duration, and Staff Performance.*