ABSTRACT

The purpose of this research is to analyse the influencing factors in performance of Regional Work Units (SKPD) of Semarang City. Independent variables used in this research are the clear and measurable objectives, incentive, and motivation. Dependent variable in this research is the performance of Regional Work Units (SKPD) of Semarang City. This research used PLS for data analysis and used questionnaire method to obtain the data by spreading them to the employees of Regional Work Units of Semarang City.

The population of this research are employees of Regional Work Units of Semarang City. The sample was taken from this population by using purposive sampling method with the selection criteria of echelon III and IV employees who hold managerial responsibility. The result of this research shows that the clear and measurable objectives, incentive, and motivation positively influence the performance of Regional Work Units (SKPD) of Semarang City.

Keywords: performance, objectives, motivation, government, incentives