

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis dan menguji pengaruh motivasi berdasarkan teori hierarki kebutuhan Abraham Maslow yang terdiri dari kebutuhan fisiologis, kebutuhan rasa aman, kebutuhan sosial, kebutuhan penghargaan, dan kebutuhan aktualisasi diri terhadap kinerja pegawai Universitas Muhammadiyah Jember. Penelitian ini menggunakan metode kuantitatif dan jenis penelitian menggunakan *explanatory*. Sampel yang digunakan 100 responden yang merupakan pegawai Universitas Muhammadiyah Jember. Metode pengambilan sampel dalam penelitian ini adalah *non-probability sampling*. Teknik pengumpulan data yang digunakan adalah melalui penyebaran kuesioner dan wawancara. Metode yang digunakan yaitu analisis regresi linier berganda. Hasil dari penelitian ini menunjukkan bahwa variabel kebutuhan fisiologis berpengaruh signifikan terhadap kinerja pegawai, variabel kebutuhan rasa aman berpengaruh signifikan terhadap kinerja pegawai, variabel kebutuhan sosial berpengaruh signifikan terhadap kinerja pegawai, variabel kebutuhan penghargaan berpengaruh secara signifikan terhadap kinerja pegawai, variabel kebutuhan aktualisasi diri berpengaruh signifikan terhadap kinerja pegawai dan pengaruh kelima variabel bebas terhadap variabel terikat secara bersama-sama berpengaruh positif terhadap kinerja pegawai.

**Kata kunci : Kinerja Pegawai, Kebutuhan Fisiologis, Kebutuhan Rasa Aman, Kebutuhan Sosial, Kebutuhan Penghargaan, dan Kebutuhan Aktualisasi Diri.**

## **ABSTRACT**

*This study aims to analyze and examine the influence of motivation based on Abraham Maslow's hierarchy of needs theory, which consists of physiological needs, security needs, social needs, reward needs, and self-actualization needs on the performance of employees of Muhammadiyah University of Jember. This research uses quantitative methods and this type of research uses explanatory. The sample used is 100 respondents who are employees of the Muhammadiyah University of Jember. The sampling method in this study is non-probability sampling. Data collection techniques used were through questionnaires and interviews. The method used is multiple linear regression analysis. The results of this study indicate that the variable physiological needs has a significant effect on employee performance, the need for security has a significant effect on employee performance, the variable social needs has a significant effect on employee performance, the variable needs for rewards have a significant effect on employee performance, the variable needs for self-actualization has a significant effect on employee performance and the influence of the five independent variables on the dependent variable together have a positive effect on employee performance.*

**Keywords : Employee Performance, Physiological Needs, Security Needs, Social Needs, Appreciation Needs, and Self-actualization Needs.**