

ABSTRACT

The study entitled "EFFECT OF ROTATION ANALYSIS OF MOTIVATION TO WORK AND EMPLOYEE PERFORMANCE THROUGH JOB SATISFACTION AT. STATE BANK (Persero) Tbk. BRANCH OFFICE Semarang "with a business background phenomena contained on BTN branches found any attendance data, target data company, and employee performance appraisal is still fluctuating. This study was conducted to analyze the effect of job rotation, job motivation and job satisfaction on employee performance on the BTN.

The population in this study were all permanent employees of PT. Savings Bank Negara (Persero) Tbk. Semarang Branch Office 91, people. Taking of number of samples with census technique in which the entire population is used as a sample in the study so that samples obtained by 82 people. Technique data analysis is intervening regression analysis with path analysis to determine the direct and indirect influence between variables job rotation to variable employee performance and work motivation variable to variable employee performance. Processing research data using IBM SPSS Statistics 16 program.

Data - data that has been processed produce total determination coefficient equation as follows:

$$R^2 m = 1 - (0.932)^2 - (0.773)^2 = 0.480972 = 0.481$$

Total coefficient of determination, shows that the model can explain the information contained in the data, was 48.10%. So the conclusion is Job Rotation and Significant Positive Impact on Job Satisfaction, Work Motivation Positive and Significant Impact on Job Satisfaction, Job Satisfaction, and Significant Positive Impact on Employee Performance, Rotation Job positive and significant impact on Employee Performance and Influential Work Motivation Positive and Significant the Employee Performance.

Keywords: Job Rotation, Work Motivation, Job Satisfaction, Employee Performance