

ABSTRACT

This research aims at analyzing the influence of intrinsic and extrinsic motivation toward work satisfaction and staff performance. The information gained from this research is crucial for the institution as a consideration to apply the increase of staff performance. The subject of this research is the permanent educational personnel staffs of Universitas Muhammadiyah Yogyakarta.

The technique of sample collecting applies the census method. The method of data collecting using survey method by distributing the questionnaires involves 104 respondents. The data is analyzed using Structural Equation Modeling (SEM) which is run through AMOS 21 program as the analysis tool. The research findings show that intrinsic motivation has a positive and significant influence toward the work satisfaction, extrinsic motivation has a positive and significant influence toward the work satisfaction has a positive and significant influence toward the staff performance. Meanwhile extrinsic motivation has a does not positive and significant influence toward the work satisfaction, the work satisfaction has a positive and significant influence toward the staff performance.

Keywords: Intrinsic Motivation, Extrinsic Motivation, work Satisfaction and staff Performance.