

**THE INFLUENCE OF WORK MOTIVATION AND WORK DISCIPLINE
ON WORK PRODUCTIVITY CV. SOSO ALSERA MURNI JOMBANG**

ABSTRACT

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This study aims to determine the effect of work motivation and work discipline on work productivity at CV. Soso Alsera Murni. The approach used in this research is a quantitative approach. The analysis used is multiple regression analysis. The sampling method used was the saturated sampling method with a total of 35 respondents, and the data collection methods used included interviews, surveys, and documentation. The methods used to process and analyze the data are validation, reliability test, descriptive analysis, multiple linear regression analysis, classical assumption test, and hypothesis testing. The results of this survey indicate that work motivation has a significant effect on work productivity, and work discipline has a significant effect on work productivity.

Keywords : *work motivation, Work Discipline, and work productivity*