

ABSTRACT

This research was conducted to find out effect of job satisfaction and work motivation on employee work productivity at Cosmo Bandung Radio

In this study using quantitative methods with analysis used descriptive analysis, linear regression multiple hypothesis test (T test and F test), coefficient of determination (R^2) and sampling using non-probability sampling technique method with saturated sampling type. The number of respondents in this study was 60 respondents.

Based on the results of this study showed that Job Satisfaction is in a good category of 77.63%, Work Motivation is in a good category of 79.84% and Employee Work Productivity is in a good category of 80.60%. From this research there is a significant influence of Job Satisfaction and Work Motivation on Employee Work Productivity at Radio Cosmo Bandung which is 82.2%.

The conclusion of this study, job satisfaction and work motivation towards the work productivity of Radio Cosmo Bandung employees have good categories, but there are still several indicators of each variable that still need to be considered.

Keywords: *Job satisfaction, work motivation, and productivity.*