

ABSTRACT

The success of a company depends on how its human resources play a role in the corporate environment. This is in line with PT Alfa Scorpii Bangkinang Kota is a company engaged in the sale of motorcycles that specialized in selling one of the very well-known brand identities in the Indonesian market namely yamaha. With growing interest in yamaha products that can be seen from the growth of sales that tend to increase, causing employee activity to increase, so that it needs to be employee-structive, the company must provide training to existing employees to improve their skills and knowledge according to their field in order to contribute well to the company to increase productivity. The purpose of this research is to know and analyze the influence of the work environment and individual characteristics on the work productivity of employees of PT Alfa Scopii Bangkinang Kota.

In this study the authors used quantitative methods with multiple linear regression analysis techniques. The population used is all employees of PT Alfa Scorpii Bangkinang Kota and sampling with saturated sampling methods. The number of respondents in this study was 60 respondents. Data collection techniques are primary data using the dissemination of questionnaires and secondary data using library studies.

The results of the study conducted by researchers showed that work environment variables are in good categories, on individual characteristic variables are in good categories, and on work productivity variables are in good categories. From this study there is a significant influence of the work environment and individual characteristics on the work productivity of employees at PT Alfa Scorpii Bangkinang Kota partially or simultaneously.

Keywords: *Productivity, Individual Characteristics, Work Environment, and Human Resources Management*