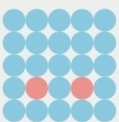




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Program Pascasarjana Manajemen dan Bisnis
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ABSTRAK

The Relationship between work motivation and performance of agricultural extension worker in the District of Siak.

Aliasyak

In the process of counseling, counselors in the future are expected to change the image of farmers as a tool of production to a whole human being so in the agriculture development they are viewed as a subject not as an object. Therefore, in the future, the process of counseling is not the process of technological transfer and teaching how to farm but the process of empowering and educating farmers. The aim of this research is to (1) describe the condition of work motivation and the quality of the counselor (2) analyze work motivation factors, find out which one is the most dominant in the relationship with the quality of work of the counselor (3) analyze the relationship between work motivation with the quality of the counselor, and (4) formulate efforts to improve work motivation and the quality of the counselor. The results of this research are (1) there is a relationship between work motivation and motivator factor (2) there is a relationship between work motivation and the maintenance factor (3) there is a relationship between work motivation and the quality of crop and plant counselor. The relationship between work motivation with the motivator factor, maintenance factor, and the quality of the counselor are strong. To improve work motivation to create improvement in the quality of the counselor, efforts that need to be made by the related agencies are Capability Test for counselor candidates, Education Training to improve the quality of the counselor to create competitive human resources. There is a need to improve the quality of crop and plant counselor in the Regency of Siak according to the National Standard.

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