

## **ABSTRACT**

### **THE EFFECT OF NON-FINANCIAL PERFORMANCE MEASUREMENTS IN SHAPING EMPLOYEES CREATIVITY THROUGH INTRINSIC MOTIVATION AND EXTRINSIC MOTIVATION (Case Study in Police of Bandar Lampung City)**

**By**

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*This research aims to analyze how the effect of non-financial performance measurement in shaping employees creativity through mediating factors that intrinsic motivation and extrinsic motivation. The research consisted of one independent variable and three dependent variables. The independent variable of this research is the measurement of non-financial performance, while the dependent variable in this research is intrinsic motivation, extrinsic motivation and employees creativity.*

*The selection of sample in this research using purposive sampling method. The selection of the sample with certain criteria. Data were collected using a questionnaires survey method are performed by spreading the questionnaires to members of the police force by the number of questionnaires distributed 80 sheet of questionnaires. After the data was collected then analyzed the data using SEM (Structural Equation Modeling) with statistical tools PLS (Partial Least Square) with the help of software SmartPLS.*

*Based on the results of the analysis has been done, this research showed that the variable of non-financial performance measurements have a significant effect on intrinsic motivation, extrinsic motivation and employees creativity. Extrinsic motivation variables significantly influence employees creativity. While intrinsic motivation variables no significant effect on employees creativity.*

*Keywords : Non-financial performance measurements, intrinsic motivation, extrinsic motivation and employees creativity.*