## *ABSTRACT*

***INCREASING WORK MOTIVATION WITH AN OBJECTIVE EVALUATION SYSTEM AT THE OFFICE OF PERUMDA PARKIR MAKASSAR RAYA***

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*The one-way assessment system used by Perumda Parkir Makassar Raya (Makassar Raya Regional Parking Company) is an assessment method that only collects information from one source, and there is a high possibility of bias in employee performance evaluation, and it can cause problems because a subjective evaluation system will have an impact on the remuneration system and the division of responsibilities becomes unfair. Therefore, this research was conducted with the aim of avoiding bias in the assessment or evaluation and creating a fair and supportive work environment using the 360-degree assessment concept.*

*The research method used is descriptive qualitative to describe conditions through descriptions of phenomena that occur in the field and, provide an overview of the problems in detail and assist researchers in creating an assessment model using the degree concept for more objective performance measurement and being able to overcome problems.*

*The results of this research have an impact on the level of employee satisfaction because with the concept of 360-degree evaluation, which is considered more efficient to do and the measurement of employee performance becomes clearer and can increase employee motivation.*



***Keywords:*** *Evaluation, Performance, Objective*


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