

ABSTRACT

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THE EFFECT OF REWARDS AND MOTIVATION ON EMPLOYEE PERFORMANCE AT KITO CAFÉ MEDAN

(xv + 101 pages, 5 figures, 57 tables, 8 appendix)

Kito Cafe Medan is a cafe famous for its themed cafes and restaurants. This place is very busy starting in the afternoon. Since there are many cafes around their area, they need to make sure that they give the best performance to the customers. However, when making observations, the authors get information that an increase in the level of employee absenteeism causes the company's income to decrease. This is due to the lack of rewards and motivation given to employees.

This research was conducted by using the technique of distributing questionnaires. The population in Kito Cafe Medan was 68 people and to get a sample using 68 people with saturated sampling technique.

The results of this study indicate that this study has passed the validity test, reliability test, normality test, multicollinearity test and heteroscedasticity test. The hypothesis partially shows that rewards and motivation have a significant effect on employee performance, either partially or simultaneously.

From the results of the research above, it can be suggested to increase rewards and motivation by providing supervision and comfort for employees, because it can have a direct influence in improving employee performance so that they are able to generate profits for the advancement of the culinary business.

Keywords: Rewards, Motivation, Employee Performance

Reference: 26 (2015-2021)

ABSTRAK

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(xv + 101 halaman, 5 gambar, 57 tabel, 8 lampiran)

Kito Cafe Medan adalah kafe yang terkenal dengan kafe dan restoran bertema. Tempat ini sangat ramai mulai sore hari. Karena ada banyak kafe di sekitar daerah mereka, mereka perlu memastikan bahwa mereka memberikan kinerja terbaik kepada pelanggan. Akan tetapi pada saat melakukan observasi, penulis mendapatkan informasi bahwa adanya peningkatan tingkat absensi karyawan menyebabkan pendapatan perusahaan menurun. Hal ini disebabkan kurangnya penghargaan dan motivasi yang diberikan kepada karyawan.

Penelitian ini dilakukan dengan menggunakan teknik penyebaran kuesioner. Populasi yang dilakukan di Kito Cafe Medan sebanyak 68 orang dan untuk mendapatkan sampel menggunakan 68 orang dengan teknik sampling jenuh.

Hasil penelitian ini menunjukkan bahwa penelitian ini telah melewati uji validitas, uji reliabilitas, uji normalitas, uji multikolinieritas dan uji heteroskedastisitas. Dari hipotesis secara parsial menunjukkan rewards dan motivasi berpengaruh signifikan terhadap kinerja karyawan, baik secara parsial maupun simultan.

Dari hasil penelitian diatas dapat disarankan untuk meningkatkan rewards dan motivasi dengan cara memberikan pengawasan dan kenyamanan bagi karyawan, karena dapat memberikan pengaruh langsung dalam meningkatkan kinerja karyawan sehingga mampu menghasilkan keuntungan untuk kemajuan usaha kuliner.

Kata Kunci: Rewards, Motivasi, Kinerja Karyawan

Referensi: 26 (2015-2021)