

ABSTRACT

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THE INFLUENCE OF WORK MOTIVATION AND INCENTIVE DUE TO EMPLOYEE PERFORMANCE AT PT PUTRA BAJA DELI

(xiv+, 71 pages; 7 figures; 58 tables; 7 appendixes)

PT Putra Baja Deli experienced a decline in customer satisfaction can be seen from the Tardines Data. This was suspected to be due to Work Motivation and Incentives. The aim of this research is to investigate whether Work Motivation and Incentives have simultaneous influence on Employee Performance at either partial or simultaneous.

Work Motivation and Incentive have an important role in shaping Employee Performance. Work Motivation and Incentive. Are highly connected with Employee Performance and company profit.

In this research, the writer used quantitative research design and IBM SPSS statistics 26. The writer used a descriptive and causal approach. The sampling technique used was Incidental sampling. The population in this study is the employees of PT Putra Baja Deli whose size is 138 employees. Sample amount 103 responded.

This research also passed the validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, multiple linear regression test, and the equation is $Y = 12.437 + 0.645 X1 + 0.371 X2 + e$. The results of the hypothesis test showed that Work Motivation and Incentive have an influence on Employee Performance at either partial or simultaneous. Furthermore, Work Motivation and Incentive have 59.1% influence on Employee Performance.

Recommendations for PT Putra Baja Deli should pay attention to the compensation received by employees and pay more attention to senior employees by providing higher incentives than new employees based on the performance achieved by employees.

Keywords: Work Motivation and Incentive, Employee Performance

References: 23 (2017-2022)

ABSTRAK

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PENGARUH MOTIVASI DAN INSENTIF KERJA TERHADAP KINERJA KARYAWAN DI PT PUTRA BAJA DELI

(xiv+, 71 halaman; 7 gambar ; 58 tabel; 7 lampiran)

PT Putra Baja Deli mengalami penurunan kepuasan pelanggan dapat dilihat dari Data Tardines hal ini diduga karena Motivasi dan Insentif Kerja. Tujuan dari penelitian ini adalah untuk mengetahui apakah Motivasi dan Insentif Kerja berpengaruh secara simultan terhadap Kinerja Karyawan baik secara parsial maupun simultan.

Motivasi dan Insentif Kerja memiliki peran penting dalam membentuk Kinerja Karyawan. Motivasi dan Insentif Kerja sangat terkait dengan Kinerja Karyawan dan keuntungan perusahaan.

Dalam penelitian ini, penulis menggunakan quantitative research design dan IBM SPSS statistics 26. Penulis menggunakan pendekatan deskriptif dan kausal. Teknik sampling yang digunakan adalah Incidental sampling. Populasi dalam penelitian ini adalah karyawan PT Putra Baja Deli yang berjumlah 138 karyawan. Jumlah sampel 103 responden.

Penelitian ini juga lolos uji validitas, uji reliabilitas, uji normalitas, uji multikolinearitas, uji heteroskedastisitas, uji regresi linier berganda dan persamaannya adalah $Y = 12,437 + 0,645 X_1 + 0,371 X_2 + e$. Hasil uji hipotesis menunjukkan bahwa Motivasi dan Insentif Kerja berpengaruh terhadap Kinerja Karyawan baik secara parsial maupun simultan. Selain itu, Motivasi Kerja dan Insentif berpengaruh sebesar 59,1% terhadap kinerja karyawan.

Rekomendasi PT Putra Baja Deli harus memperhatikan kompensasi yang diterima karyawan dan lebih memperhatikan karyawan senior dengan memberikan insentif yang lebih tinggi dibandingkan karyawan baru berdasarkan kinerja yang dicapai karyawan.

Kata kunci: Motivasi dan Insentif Kerja, Kinerja Karyawan
Referensi: 23 (2017-2022)