

ABSTRAK

Aprida Astuti (01015220078)

“PENGARUH INTRINSIC DAN EXTRINSIC REWARD TERHADAP KEPUASAN KERJA DAN TURNOVER INTENTION COFFEE SHOP XYZ DI JAKARTA SELATAN.”

(xiii + 78 halaman: 6 Gambar, 23 Tabel)

Penelitian ini bertujuan untuk menganalisis pengaruh reward intrinsik dan ekstrinsik terhadap kepuasan kerja dan turnover intention pada karyawan Coffee Shop XYZ, Jakarta Selatan. Reward intrinsik mencakup penghargaan non-material seperti pengakuan dan pencapaian, sementara reward ekstrinsik meliputi kompensasi dan fasilitas. Kepuasan kerja diukur untuk menilai kepuasan karyawan terhadap pekerjaannya, sementara turnover intention menunjukkan niat karyawan untuk meninggalkan perusahaan. Metode yang digunakan adalah kuantitatif dengan pendekatan survei. Data dikumpulkan melalui kuesioner kepada 189 karyawan menggunakan teknik non-probability sampling dan dianalisis dengan regresi berganda. Hasil penelitian menunjukkan pengaruh positif dan negatif dari kedua jenis reward terhadap kepuasan kerja dan turnover intention. Penelitian ini memberikan wawasan tentang pentingnya manajemen reward yang tepat untuk meningkatkan kepuasan kerja dan mengurangi turnover intention.

Kata Kunci: reward intrinsik, reward ekstrinsik, kepuasan kerja, turnover intention, Coffee Shop XYZ

ABSTRACT

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“THE INFLUENCE OF INTRINSIC AND EXTRINSIC REWARDS ON JOB SATISFACTION AND TURNOVER INTENTION AT COFFEE SHOP XYZ IN SOUTH JAKARTA..”

(xiii + 78 Pages: 6 Picture, 23 Tables)

This study aims to analyze the impact of intrinsic and extrinsic rewards on job satisfaction and turnover intention among employees at Coffee Shop XYZ, South Jakarta. Intrinsic rewards include non-material recognition, achievements, and responsibility, while extrinsic rewards involve compensation, benefits, and incentives. Job satisfaction is measured to assess employees' contentment with their work, while turnover intention reflects their desire to leave the company. A quantitative method with a survey approach was used to collect data through questionnaires distributed to 189 employees using non-probability sampling, and the data were analyzed using multiple regression. The results show both positive and negative effects of intrinsic and extrinsic rewards on job satisfaction and turnover intention. This study provides insights into the importance of proper reward management to enhance job satisfaction and reduce turnover intention.

Keywords: *intrinsic rewards, extrinsic rewards, job satisfaction, turnover intention, Coffee Shop XYZ*