

Pengaruh Insentif Dan Motivasi Terhadap Kinerja Dan Kepuasan Karyawan Divisi Collection PT CSF Cabang Ciledug

ABSTRAK

Penelitian ini bertujuan untuk menguji secara empiris dari beberapa variable yang mempengaruhi kinerja dan kepuasan karyawan. Ada dua variabel yaitu insentif dan motivasi. Penelitian ini menggunakan populasi seluruh karyawan PT CSF Cabang Ciledug sebanyak 79 orang, yang diambil dengan metode slovin. Alat analisis yang digunakan adalah regresi linear berganda.

Hasil penelitian ini menunjukan secara serempak semua variabel yaitu Insentif dan Motivasi berpengaruh terhadap Kinerja dan Kepuasan Karyawan. Variabel Insentif berpengaruh terhadap Variabel Kinerja dan Kepuasan Karyawan. Variabel Motivasi berpengaruh terhadap Variabel Kinerja. Variabel Kinerja berpengaruh terhadap Variabel Kepuasan Karyawan sedangkan Variabel Motivasi berpengaruh tidak signifikan terhadap Kepuasan Karyawan.

Kata kunci: Insentif, Motivasi, Kinerja, Kepuasan Karyawan.

Influence Motivation and Incentives for Employee Performance and Employee Satisfaction on Collection Division PT CSF Branch Ciledug

ABSTRACT

The research aims to empirically from several variables that effect Employee Performance and Employee Satisfaction .There are two variables that is Incentives and Motivation . This study uses population of all employees of PT CSF Branch Ciledug as many as 79 people, were taken by slovin method. Analysis tool used is multiple linear regression.

The results showed simultaneously all the variables that affect the Incentives and Motivation Performance and Employee Satisfaction. Variable Incentive affect the Variable Performance and Employee Satisfaction. Variable Incentive affect the Variable Performance and Employee Satisfaction. Motivation variables affect the performance variables. Variable performance variables affect the motivation variable employee satisfaction while not significant effect on employee satisfaction.

Keyword: Incentives, Motivation, Performance, Employee Satisfaction.