

ABSTRAK

Penelitian ini membahas pengaruh insentif dan gaya kepemimpinan terhadap kinerja karyawan. Data diperoleh melalui survey dengan menyebarkan kuisioner kepada 93 responden di Pranaya Suites Hotel yang terletak di *Commercial Park* CBD BSD, Serpong, Tangerang.

Teknik pengambilan sampel yang digunakan adalah *sampling insidental*, sedangkan alat analisis yang digunakan adalah regresi linear berganda.

Hasil pengujian hipotesis menunjukkan terdapat pengaruh secara parsial maupun simultan dari insentif dan gaya kepemimpinan terhadap kinerja karyawan Pranaya Suites Hotel. Untuk penelitian selanjutnya disarankan untuk melakukan penelitian dengan lingkup penelitian diperluas.

Kata kunci : insentif, gaya kepemimpinan, dan kinerja karyawan.



UNIVERSITAS
MERCU BUANA

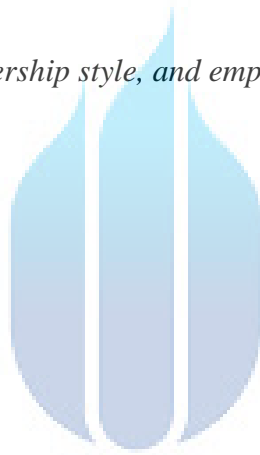
ABSTRACT

This study discusses the effect of incentives and leadership style on employee performance. Data were obtained through a survey by distributing questionnaires to 93 respondents in pranaya Suites Hotel located in the Commercial Park CBD BSD, Serpong, Tangerang.

The sampling technique used is incidental sampling, while analysis tool used is multiple linear regression.

Hypothesis testing results showed that there partially and simultaneously influence of incentives and leadership style on employee performance pranaya Suites Hotel. For further research is recommended to conduct research with the scope expanded research.

Keywords: incentives, leadership style, and employee performance.



UNIVERSITAS
MERCU BUANA