

## ABSTRAK

### **PENGARUH INSENTIF MATERIAL, INSENTIF NON MATERIAL, DAN GAYA KEPEMIMPINAN TERHADAP KINERJA KARYAWAN, DENGAN MOTIVASI KERJA SEBAGAI VARIABEL MODERATOR**

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2017

Penelitian ini bertujuan untuk mengetahui: 1) pengaruh insentif material terhadap kinerja karyawan, 2) pengaruh insentif non material terhadap kinerja karyawan, 3) pengaruh gaya kepemimpinan terhadap kinerja karyawan, 4) peran motivasi pada pengaruh insentif material terhadap kinerja karyawan, 5) peran motivasi pada pengaruh insentif non material terhadap kinerja karyawan, 6) peran motivasi pada pengaruh gaya kepemimpinan terhadap kinerja karyawan. Teknik pengambilan sampel menggunakan *purposive sampling*. Data diperoleh dengan membagikan kuesioner kepada karyawan tetap tenaga kependidikan. Jumlah responden sebanyak 100 orang. Teknik analisis data pada penelitian ini menggunakan analisis deskriptif dan analisis kuantitatif. Analisis deskriptif dengan persentase-persentase sedangkan untuk analisis kuantitatif menggunakan PLS. Hasil penelitian ini menunjukkan bahwa 1) insentif material berpengaruh positif terhadap kinerja karyawan, 2) insentif non material tidak berpengaruh positif terhadap kinerja karyawan, 3) gaya kepemimpinan berpengaruh positif terhadap kinerja karyawan, 4) motivasi kerja memperkuat pengaruh insentif material terhadap kinerja karyawan, 5) motivasi kerja tidak memperkuat pengaruh insentif non material terhadap kinerja karyawan, 6) motivasi kerja memperkuat pengaruh gaya kepemimpinan terhadap kinerja karyawan.

Kata kunci: Insentif Material, Insentif Non Material, Gaya Kepemimpinan, Kinerja Karyawan, Motivasi Kerja

**ABSTRACT**

**THE INFLUENCE OF MATERIAL INCENTIVE, NON-MATERIAL INCENTIVE, AND LEADERSHIP STYLE ON THE STAFF'S PERFORMANCE WITH WORK MOTIVATION AS MODERATOR VARIABLE**

A case study on the educational staff of Sanata Dharma University Yogyakarta

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The aim of this study is to find out: 1) the influence of material incentive on the staff's performance, 2) the influence of non-material incentive on the staff's performance, 3) the influence of leadership style on the staff's performance, 4) motivation's role to the influence of material incentive on the staff's performance, 5) motivation's role to the influence of non-material incentive on staff's performance, 6) motivation's role to the leadership style on the staff's performance. The sampling technique used is purposive sampling. The data are gathered by distributing questionnaires to the permanent educational staff in Sanata Dharma University. There are 100 respondents in this study. This study uses the descriptive analysis and quantitative analysis for the data analysis technique. The descriptive analysis technique uses percentages and the qualitative analysis technique uses PLS. The results of this study show that: 1) material incentive has positive influence on the staff's performance 2) non-material incentive doesn't has positive influence on the staff's performance, 3) the leadership style has positive influence on the staff's performance, 4) work motivation strengthens the influence of the material incentive on the staff's performance, 5) work motivation doesn't strengthen the influence of non-material incentive on the staff's performance, 6) work motivation strengthens the leadership style on the staff's performance.

**Keywords:** material incentive, non-material incentive, leadership style, staff's performance, work motivation