

ABSTRAK
ANALISIS PENGARUH INSENTIF TERHADAP KINERJA KARYAWAN
Studi kasus pada Perusahaan Batik Kayu Ragil Handicraft 212 Krebet,
Sendang Sari Pajangan, Bantul, Yogyakarta

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Penelitian ini bertujuan untuk mengetahui pengaruh positif insentif terhadap kinerja karyawan. Penelitian ini dilakukan di Perusahaan Batik Kayu Ragil Handicraft 212 Krebet, Sendang Sari, Pajangan, Bantul dengan jumlah karyawan sebanyak 30 orang.

Teknik pengumpulan data dilakukan dengan kuesioner, observasi, dan wawancara. Teknik analisis data yang digunakan adalah regresi linier sederhana.

Hasil analisis data yang pertama menunjukkan bahwa insentif berpengaruh positif terhadap kuantitas kerja karyawan pada unit kerja pemotongan dan penggranitan, serta negatif pada unit kerja penghalusan, pematikan, dan pewarnaan. Pada hasil analisis data yang ke dua, menunjukkan insentif berpengaruh positif terhadap kualitas kerja karyawan pada unit penghalusan dan pematikan, serta negatif pada unit kerja pemotongan, pewarnaan dan penggranitan.

ABSTRACT
THE ANALYSIS OF INCENTIVE INFLUENCE TOWARDS
THE WORKERS
A CASE STUDY AT BATIK WOOD ENTERPRISE ‘RAGIL
HANDICRAFT 212 KREBET’, SENDANG SARI, PAJANGAN, BANTUL,
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The aim of this research was to find out the positive influence of incentive towards the workers. The research had been done at the Batik Wood Enterprise Ragil Handicraft 212, Kreet, Sendang Sari, Pajangan, Bantul which employed 30 workers.

The technique of data collection was by distributing questionnaires, observation and interview. The technique of data analysis used Simple Linear Regresion.

The first result of data analysis showed that the incentive had a positive influence to the quantity of work of the employees in the unit of process of cutting, and granite working. On the other hand, the incentive had a negative influence to the unit of refining, batik working and coloring. The second result showed that the incentive had a positive influence to the quality of work of the employees in the unit of refining and batik working, as well as negative influence to the unit of process of cutting, coloring and granite working.