

ABSTRAK

Pengaruh Motivasi Finansial dan Non Finansial Terhadap Produktivitas Tenaga Kerja Langsung Studi Kasus Pada Perusahaan Plastik Setia Kawan Purwokerto

**Dwi Sugiarti
Universitas Sanata Dharma
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Penelitian ini bertujuan untuk mengetahui pengaruh motivasi finansial dan non finansial terhadap produktivitas tenaga kerja langsung, variabel mana yang memberi pengaruh lebih besar antara motivasi finansial dan non finansial terhadap produktivitas tenaga kerja langsung.

Teknik analisis data yang digunakan adalah: (1) Analisis deskriptif, (2) Analisis kuantitatif, (3) Produktivitas tenaga langsung, (4) Uji T (t-test), (5) Uji elastisitas, (6) Uji F.

Dengan menggunakan Program SPSS Windows diperoleh hasil persamaan Regresi Linier Berganda sebagai berikut :

$Y = 11,797 + 0,367 X_1 + 0,214 X_2$ dan koefisien determinasi sebesar 0,861 yang berarti variabel produktivitas tenaga kerja langsung dipengaruhi oleh motivasi finansial dan non finansial sebesar 86,1 %. Sedangkan sisanya sebesar 13,9 % dipengaruhi oleh variabel lain.

Dari perhitungan uji t (t-test) diperoleh t_{hitung} motivasi finansial (X_1) sebesar 19,378 dan t_{hitung} motivasi non finansial (X_2) sebesar 16,296 dan t_{tabel} sebesar 1,67 dengan menggunakan $\alpha = 0,05$ dan degree of freedom (n-k) yang berarti $t_{hitung} X_1$ dan $t_{hitung} X_2 > t_{tabel}$. Dengan demikian hipotesisnya diterima.

Berdasarkan perhitungan uji elastisitas diperoleh E_1 (motivasi finansial) sebesar 0,3439 dan E_2 (motivasi non finansial) sebesar 0,2083 maka $E_1 > E_2$ yang berarti hipotesisnya diterima.

Berdasarkan perhitungan uji F diperoleh F_{hitung} motivasi finansial (X_1) sebesar 375,507 dan F_{hitung} motivasi non finansial (X_2) sebesar 265,554 dan F_{tabel} sebesar 3,13. Dengan menggunakan $\alpha = 0,05$ dan degree of freedom (k-1); (n-k) yang berarti $F_{hitung} X_1$ dan $F_{hitung} X_2 > F_{tabel}$. Dengan demikian hipotesisnya diterima.

Kesimpulan yang diperoleh adalah motivasi finansial dan non finansial baik secara bersama-sama maupun secara parsial mempunyai pengaruh yang berarti terhadap produktivitas tenaga kerja langsung.

ABSTRACT

The Influences of Financial And Non Financial Motives Toward Direct Labor Productivity

A Case Study On Plastic Company Setia Kawan Purwokerto

Dwi Sugiarti
Sanata Dharma University
2004

The research, were aimed to identify the influence of financial and non-financial motives to direct labor productivity. Which variable (the financial or non financial motives) that has bigger influences to the direct labor productivity.

Data analysis techniques used were; 1) descriptive analysis, 2) quantitative analysis, 3) direct labor productivity, 4) T-test, 5) Elasticity test, & 6) F-test.

Using Windows SPSS program, the result of multiple linear regression was:

$Y = 11,797 + 0,367 X_1 + 0,214 X_2$ and the determination coefficient is 0,816 which means that the variable of direct labor productivity was influenced by both financial motives and non financial motives as much as 86,1 %. The rest of it, which worth 13,9% were influenced by other variables.

The t-test analysis come up with financial motives (X_1) $t_{analysis}$ of 19,378 and non-financial motives (X_2) $t_{analysis}$ of 16,296 for the t_{table} of 1,67 using $\alpha = 0,05$ and degree of freedom (n-k). Since $t_{analysis} X_1$ and $t_{analysis} X_2 > t_{table}$. Therefore the hypothesis was accepted.

The results of elasticity test were E_1 (financial motives) was as 0,3439 and E_2 (non financial motives) was 0,2083, then $E_1 > E_2$, there fore the hypothesis was accepted.

The F-test of financial motives $F_{analysis}(X_1)$ was 375,507 and the non financial motives $F_{analysis}(X_2)$ was 265, 554 for the F_{table} was 1,67 with $\alpha = 0,05$ and degree of freedom (k-1);(n-k) that showed $F_{analysis} X_1$ and $F_{analysis} X_2 > F_{table}$. Thus, the hypothesis was accepted.

The conclusion were that financial motives and non-financial motives either simultaneously or partially had significant influences to direct labor productivity.