

ABSTRAK

**PENGARUH PEMBERIAN INSENTIF DAN MOTIVASI TERHADAP
KINERJA KARYAWAN**

Studi Kasus pada Karyawan Tetap CV. AVIVA Klaten

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Penelitian ini bertujuan diantaranya 1) menguji pengaruh pemberian insentif terhadap kinerja karyawan, 2) menguji pengaruh pemberian insentif terhadap motivasi karyawan, 3) menguji pengaruh motivasi terhadap kinerja karyawan, 4) menguji pemberian insentif berpengaruh langsung atau tidak langsung melalui motivasi terhadap kinerja karyawan.

Pengambilan sampel menggunakan teknik *stratified random sampling*. Data penelitian diperoleh dengan membagikan kuesioner tentang insentif dan motivasi kepada 100 responden. Data kinerja karyawan diperoleh dengan membagikan penilaian kinerja pada atasan (pemilik perusahaan) untuk menilai 100 karyawan yang menjadi responden. Analisis data dilakukan dengan teknik analisis jalur (*Path*).

Hasil penelitian membuktikan bahwa 1) pemberian insentif berpengaruh positif terhadap kinerja karyawan, 2) pemberian insentif berpengaruh positif terhadap motivasi, 3) motivasi berpengaruh positif terhadap kinerja karyawan, 4) pemberian insentif berpengaruh tidak langsung melalui motivasi terhadap kinerja karyawan CV. AVIVA, Klaten.

Kata kunci : Insentif, Motivasi, Kinerja Karyawan

ABSTRACT

**THE EFFECT OF GIVING INCENTIVE AND MOTIVATION AN
EMPLOYEES PERFORMANCE**

A Case Study at Regular Employees of CV. AVIVA, Klaten

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The research aims 1) to examine the effect of giving incentive on the employee performance, 2) to examine the effect of giving incentive on the motivation, 3) to examine the effect of motivation on the employee performance, 4) to examine the effect of giving incentive direct or indirect through the motivation on the employee performance of CV. AVIVA Klaten.

The sampling technique used is stratified random sampling. Research data were obtained by distributing questionnaires about incentive and motivation to 100 respondents. The employees performance data were obtained by asking manager to assess the 100 employees who become the respondent. Data were analyzed using Path.

This research results show 1) the effect of giving incentive positive on the employee performance, 2) the effect of giving incentive positive on the motivation, 3) the effect of motivation positive on the employee performance, 4) the provision of incentives influential indirectly through the motivation on the employee performance

Keywords : Incentive, Motivation, Employees Performance