

ABSTRAK

PENGARUH PEMBERIAN INSENTIF DAN PERSEPSI KEPUTUSAN PEREKRUTAN KARYAWAN BARU TERHADAP KINERJA KARYAWAN

(Studi pada Pengemudi GO-JEK)

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Penelitian ini bertujuan untuk mengetahui : 1) pengaruh parsial insentif terhadap kinerja karyawan, 2) pengaruh parsial keputusan perekrutan terhadap kinerja karyawan, 3) pengaruh simultan insentif dan keputusan perekrutan terhadap kinerja karyawan. Populasi dalam penelitian ini adalah seluruh pengemudi GO-JEK yang berada di Yogyakarta. Teknik pengambilan sampel menggunakan metode *purposive sampling* dengan kriteria pengemudi yang sudah beroperasi selama 1 tahun. Data diperoleh dengan membagikan kuesioner kepada 100 responden. Teknik analisis data pada penelitian ini adalah analisis regresi linear berganda dengan menggunakan aplikasi IBM SPSS Statistics 25. Hasil penelitian menunjukkan bahwa: 1) insentif berpengaruh positif terhadap kinerja karyawan, 2) keputusan perekrutan berpengaruh positif terhadap kinerja karyawan, 3) insentif dan keputusan perekrutan secara simultan berpengaruh terhadap kinerja karyawan.

Kata kunci: insentif, keputusan perekrutan, dan kinerja karyawan.

ABSTRACT

**THE INFLUENCE OF INCENTIVE GIVING AND PERCEPTION OF
NEW EMPLOYEE RECRUITMENT DECISIONS ON EMPLOYEES'
PERFORMANCE**

(A study on GO-JEK Drivers)

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The aim of this research is to find out: 1) the partial influence of incentive giving on employees' performance, 2) the partial influence of new employee recruitment decisions on employees' performance, 3) the simultaneous influence of incentive giving and new employee recruitment decisions on employees' performance. The population in this research is all GO-JEK drivers in Yogyakarta. The sampling technique used is purposive sampling method which selected only drivers who have been working for 1 year. The data were collected by distributing a questionnaire to 100 respondents. The data analysis technique in this research is multiple linear regression analysis using IBM SPSS Statistics 25 application. The results of this research shows that: 1) incentive giving has a positive influence on employees' performance, 2) new employee recruitment decisions have a positive influence on employees' performance, 3) incentive giving and new employee recruitment decisions simultaneously influence employees' performance.

Keywords: incentives, recruitment decisions, and employee performance.