

ABSTRAK

**PENGARUH PEMBERIAN INSENTIF FINANSIAL, INSENTIF
NON FINANSIAL DAN MOTIVASI KERJA TERHADAP
KEPUASAN KERJA KARYAWAN
(STUDI KASUS KARYAWAN SUPERMARKET GARDENA
MAGELANG)**

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Penelitian ini bertujuan untuk mengetahui: 1) pengaruh pemberian insentif finansial terhadap kepuasan kerja karyawan. 2) pengaruh pemberian insentif non finansial terhadap kepuasan kerja karyawan. 3) pengaruh pemberian motivasi kerja terhadap kepuasan kerja karyawan. Teknik sampling yang digunakan adalah sampling jenuh. Data diperoleh dengan membagikan link kuesioner mengenai insentif finansial, insentif non finansial, motivasi kerja dan kepuasan kerja karyawan kepada 60 karyawan Supermarket Gardena Magelang. Analisis data menggunakan SPSS. Hasil penelitian menunjukkan bahwa: 1) pemberian insentif finansial, insentif non finansial dan motivasi kerja berpengaruh secara simultan terhadap kepuasan kerja karyawan. 2) pemberian insentif finansial secara langsung berpengaruh terhadap kepuasan kerja karyawan. 3) pemberian insentif non finansial secara langsung tidak berpengaruh terhadap kepuasan kerja karyawan. 4) pemberian motivasi kerja secara langsung berpengaruh terhadap kepuasan kerja karyawan.

Kata Kunci: insentif finansial, insentif non finansial, motivasi kerja dan kepuasan kerja.

ABSTRACT

THE EFFECT OF GIVING FINANCIAL INCENTIVES, NON-FINANCIAL INCENTIVES AND JOB MOTIVATION ON EMPLOYEE SATISFACTION (CASE STUDY OF GARDENA MAGELANG SUPERMARKET EMPLOYEES)

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This study aims to determine: 1) the effect of providing financial incentives on employee job satisfaction. 2) the effect of providing non-financial incentives on employee job satisfaction. 3) the effect of providing work motivation on employee job satisfaction. The sampling techniques used was saturated sampling. Data were obtained by distributing a questionnaire links regarding financial incentives, non- financial incentives, work motivation and employee job satisfaction to 60 employees of Supermarket Gardena Magelang. The data analysis was done by using SPSS. The results of study showed that: 1) the provision of financial incentives, non-financial incentives and work motivation have a simultaneous effect on employee job satisfaction. 2) providing financial incentives directly affect employee job satisfaction. 3) the provision of non-financial incentives directly does not affect employee job satisfaction. 4) providing work motivation directly affects employee job satisfaction.

Keywords: financial incentives, non-financial incentives, work motivation and job satisfaction.