

ABSTRAK

Penelitian ini bertujuan untuk: (1) mengetahui gaji di Alfamart Kecamatan Purwasari; (2) mengetahui insentif di Alfamart Kecamatan Purwasari; (3) mengetahui promosi jabatan di Alfamart Kecamatan Purwasari; (4) mengetahui kinerja di Alfamart Kecamatan Purwasari; (5) mengetahui pengaruh gaji secara parsial terhadap kinerja karyawan di Alfamart Kecamatan Purwasari; (6) mengetahui secara parsial pengaruh insentif terhadap kinerja karyawan di Alfamart Kecamatan Purwasari; (7) mengetahui secara parsial promosi jabatan terhadap kinerja karyawan di Alfamart Kecamatan Purwasari; (8) mengetahui secara simultan pengaruh gaji, insentif dan promosi jabatan terhadap kinerja karyawan di Alfamart Kecamatan Purwasari. Penelitian dilakukan dengan menggunakan metode deskriptif kuantitatif, yaitu studi lapangan melalui kuesioner dan dokumentasi langsung untuk mendapatkan gambaran mengenai situasi dan kondisi perusahaan. Berdasarkan hasil pengujian, variabel gaji (X1) Alfamart Kecamatan Purwasari diperoleh total nilai sebesar 3467 termasuk dalam kategori cukup baik. Insentif (X2) Alfamart Kecamatan Purwasari diperoleh total nilai sebesar 3448, termasuk dalam kategori cukup baik. Promosi jabatan (X3) Alfamart Kecamatan Purwasari diperoleh total nilai sebesar 3488, termasuk dalam kategori cukup baik. Kinerja (Y) Alfamart Kecamatan Purwasari diperoleh total nilai sebesar 3489, termasuk dalam kategori cukup baik. Terdapat pengaruh positif dan signifikan gaji terhadap kinerja pegawai Alfamart Kecamatan Purwasari. Terdapat pengaruh positif dan signifikan insentif terhadap kinerja karyawan di Alfamart Kecamatan Purwasari. Tidak terdapat pengaruh promosi jabatan terhadap kinerja karyawan di Alfamart Kecamatan Purwasari. Terdapat pengaruh positif dan signifikan Gaji (X1), Insentif (X2) dan Promosi Jabatan (X3) secara simultan terhadap Kinerja Karyawan (Y) Alfamart Kecamatan Purwasari.

Kata Kunci : Gaji, Insentif, Promosi Jabatan, Kinerja Karyawan

ABSTRACT

This study aims to: (1) determine the salary at Alfamart Purwasari District; (2) knowing the incentives at Alfamart Purwasari District; (3) find out the promotion at Alfamart Purwasari District; (4) knowing the performance of Alfamart in Purwasari District; (5) determine the effect of partial salary on employee performance at Alfamart Purwasari District; (6) knowing partially the effect of incentives on employee performance at Alfamart Purwasari District; (7) determine partially the promotion of employee performance at Alfamart Purwasari District; (8) determine simultaneously the effect of salary, incentives and promotions on employee performance at Alfamart Purwasari District. The research was conducted using a quantitative descriptive method, namely field studies through questionnaires and direct documentation to get an overview of the situation and condition of the company. Based on the test results, the salary variable (X1) for Alfamart Purwasari District obtained a total value of 3467 included in the fairly good category. Incentives (X2) for Alfamart Purwasari District obtained a total value of 3448, included in the fairly good category. Promotion (X3) for Alfamart Purwasari District obtained a total value of 3488, included in the fairly good category. The performance of (Y) Alfamart Purwasari District obtained a total value of 3489, included in the fairly good category. There is a positive and significant effect of salary on the performance of Alfamart employees in Purwasari District. There is a positive and significant effect of incentives on employee performance at Alfamart Purwasari District. There is no effect of promotion on employee performance at Alfamart Purwasari District. There is a positive and significant influence Salary (X1), Incentives (X2) and Promotion (X3) simultaneously on Employee Performance (Y) Alfamart Purwasari District.

Keywords: Salary, Incentives, Promotions, Employee Performance