

ABSTRAK

Baby Flora Elsandy Mohamad. Nim 931 410 173. Pengaruh Pemberian Insentif Terhadap Peningkatan Prestasi Kerja Pegawai (Studi pada Kantor Dinas Kesehatan Provinsi Gorontalo). Program Studi S-1 Manajemen, Jurusan Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Negeri Gorontalo 2012. Pembimbing I Raflin Hinelo, S.pd, M.Si dan Pembimbing II Rusli Isa M.Si

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh pemberian insentif terhadap peningkatan prestasi kerja pegawai. Dalam penelitian ini digunakan teknik pengumpulan data wawancara, observasi, kuesioner, dan dokumentasi. Populasi dan sampel dalam penelitian ini berjumlah 43 orang. Metode yang digunakan dalam penelitian ini adalah metode kuantitatif dan untuk menganalisis data digunakan analisis regresi linear sederhana.

Berdasarkan hasil penelitian diketahui bahwa kekuatan hubungan variabel insentif (X) dan prestasi kerja pegawai (Y) ditunjukkan oleh nilai koefisien korelasi (r) sebesar 0.661. Hal ini berarti bahwa keeratan hubungan antara variabel insentif (X) dengan variabel prestasi kerja pegawai (Y) tergolong sangat kuat dan positif. Sedangkan besarnya pengaruh variabel insentif (X) terhadap prestasi kerja pegawai (Y) ditunjukkan oleh nilai r square (r^2) 0.437 atau sebesar 43.7%

Kata Kunci: Insentif, Prestasi Kerja

ABSTRACT

Baby Flora Elsandy Mohamad. NIM 931 410 173. The Affect of Incentives toward Improvement of Employees' Work Performance (A Study in The Health Office of Gorontalo Province). Study Program of Management, Department of Management, Faculty of Economics and Business, State University of Gorontalo. 2012. Supervisor: Raflin Hinelo, S.Pd, M.Si; Co-Supervisor: Rusli Isa, M.Si.

The study aims to determine and analyze the affect of incentives toward improvement of employees' work performance. This study used data collection techniques by interview, observation, questionnaires, and documentation. Population and sample in this study amounted to 43 people. The method used in this study is a quantitative method to analyze data and use simple linear regression analysis.

Based on survey results revealed that the strength of relationship variable incentives (X) and employees' work performance (Y) were indicated by a correlation coefficient (r) of 0.661. This means that the closeness of the relationship between incentive variable (X) with employees' work performance variable (Y) were very strong and positive. While the magnitude of the influence of incentives variable (X) toward employees' work performance (Y) were shown by the r square value (r^2) 0.437 or 43.7%.

Keywords: *Incentives, Work Performance*