

ABSTRAK

Defriyanti munir, Nim 931 410 190, 2014. *Pengaruh Pemberian Insentif Terhadap Kinerja Karyawan Pada PT. Hasjrat Abadi Devisi Yamaha 3S Cabang Gorontalo.* Skripsi Program Studi S1 Manajemen Jurusan Manajemen, Fakultas Ekonomi dan Bisnis. Universitas Negeri Gorontalo, dibawah bimbingan Bapak Drs. Maha Atma Kadji. M.Si dan bapak Drs. Rusli Isa. M.Si selaku pembimbing II.

Penelitian ini bertujuan untuk memperoleh deskripsi tentang Pengaruh Pemberian Insentif Terhadap Kinerja Karyawan Pada PT. Hasjrat Devisi Abadi Yamaha 3S Cabang Gorontalo. Penelitian ini dilakukan dengan menggunakan metode kuantitatif dan dianalisis menggunakan analisis regresi sederhana terhadap Insentif (X) dan Kinerja Karyawan (Y). Teknik pengumpulan data yang dilakukan adalah melalui angket atau kuisioner dan wawancara, Berdasarkan hasil penelitian dan analisis data, persamaan regresi dihasilkan yakni $\hat{Y} = 37,252 + 0,708X$, dengan nilai determinasi $R^2 = 42,1\%$ yang menunjukkan presentase pengaruh yang diberikan variabel X terhadap variabel Y, Sedangkan sisa presentase sebesar 57,9% dipengaruhi oleh faktor lain yang tidak diteliti dalam penelitian ini. Dengan demikian Pengaruh Pemberian Insentif Terhadap Kinerja Karyawan Pada PT Hasjrat Abadi Yamaha Devisi 3S Cabang Gorontalo memiliki pengaruh yang signifikan terhadap kinerja karyawannya.

Kata Kunci: **Insentif, kinerja karyawan.**

ABSTRACT

DEFRIYANTI MUNIR, Student ID 931 410 190. *The Influence of Giving Incentive toward Employee's Performance at PT. Hasjrat Abadi Devisi Yamaha 3S, Branch of Gorontalo.* Skripsi, Study Program of S1 Management, Department of Management, Faculty of Economics and Business, Universitas Negeri Gorontalo. It was supervised by Drs. Maha Atma Kadji. M.Si as the principal supervisor and Drs. Rusli Isa. M.Si as the co-supervisor.

The research aimed to get the description of the influence of giving incentive toward employee's performance at PT. Hasjrat Abadi Devisi Yamaha 3S, Branch of Gorontalo. The research was held by applying quantitative method and being analyzed through simple linear regression toward Incentive (X) and employee's performance (Y). The techniques of data collection were questionnaire and interview. Based on the research result and data analysis, it obtained the regression equation as $\hat{Y}=37,252+0,708X$, with the value of determination as $R^2=42,1\%$ which showed the percentage of the influence given by X variable toward Y variable, while the remains as 57,9% was influenced by other factors that was not observed in this research. Thus, giving incentive had significant influence toward employee's performance at PT. Hasjrat Abadi Devisi Yamaha 3S, Branch of Gorontalo.

Keywords: Incentive, Employee's Performance

