

## **ABSTRACT**

This study aims to analyze the effect of financial incentives, non-financial incentives and work motivation on job satisfaction at Dip And Doze Canggü. The research design used quantitative descriptive, the sampling technique used saturated sampling method so that a sample of 32 respondents was analyzed using partial correlation, multiple correlation, multiple linear regression, determination analysis, t - test, and f-test. The independent variables in this study consist of financial incentives (X1), non-financial incentives (X2), motivation (X3) while the dependent variable is job satisfaction (Y). The results of the calculation of the coefficient of determination show that the magnitude of the variation in the relationship between the variables of financial incentives, non-financial incentives and motivation on employee job satisfaction at Dip and Doze Canggü is 0.589 or 58.9% while the remaining 41.1% is explained by other variables not examined in this research. The results of this study are in accordance with the results of research conducted by Yuesti and Kepramareni (2018), Ginting et al (2020) found that financial incentives, non-financial incentives and motivation simultaneously have a positive and significant effect on employee job satisfaction, so that financial incentives, non-financial incentives increase financial and motivation, the job satisfaction of employees at Dip and Doze Canggü also increases. Employee job satisfaction is an indicator to measure whether employees are successful in carrying out their duties. When a person is satisfied with his job, he will naturally do his best to complete the task.

Keywords: Financial Incentives, Non-Financial Incentives, Motivation and Job Satisfaction

## ABSTRAK

Penelitian ini bertujuan menganalisis pengaruh insentif finansial, insentif non finansial dan motivasi kerja terhadap kepuasan kerja Dip And Doze Canggü. Desain penelitian ini menggunakan deskriptif kuantitatif, tetknik pengambilan sampel menggunakan metode jenuh sampling sehingga sampelnya sebanyak 32 responden dianalisis dengan menggunakan metode korelasi parsial, korelasi berganda, regresi linier berganda, analisis determinasi, uji t-test, dan uji f-test. Variabel independent dalam penelitian ini terdiri dari insentif finansial (X1), insentif non finansial (X2), motivasi (X3) sedangkan variable dependen kepuasan kerja (Y). Hasil perhitungan koefisien determinasi menunjukkan bahwa besarnya variasi hubungan antara variabel insentif finansial, insentif non finansial dan motivasi terhadap kepuasan kerja karyawan pada Dip and Doze Canggü adalah sebesar 0,589 atau sebesar 58,9% sedangkan sisanya 41,1% dijelaskan oleh variabel lain yang tidak diteliti dalam penelitian ini. Hasil penelitian ini sesuai dengan hasil penelitian yang dilakukan Yuesti dkk (2018), Ginting dkk (2020) menemukan bahwa insentif finansial, insentif non finansial dan motivasi secara simultan berpengaruh positif dan signifikan terhadap kepuasan kerja karyawan, sehingga semakin meningkat insentif finansial, insentif non finansial dan motivasi maka semakin meningkat pula kepuasan kerja karyawan pada Dip and Doze Canggü. Kepuasan kerja karyawan merupakan salah satu indikator untuk mengukur apakah pegawai berhasil melaksanakan tugasnya. Ketika seseorang puas dengan pekerjaannya, dia tentu akan melakukan yang terbaik untuk menyelesaikan tugasnya.

Kata Kunci :Insentif Finansial, Insentif Non Finansial, Motivasi dan Kepuasan Kerja