

ABSTRACT

THE EFFECT OF NON-PHYSICAL WORK ENVIRONMENT AND FINANCIAL COMPENSATION ON THE WORKFORCE PRODUCTIVITY IN THE MARKETING DIVISION AT TRI DHARMA ARTHA SEPUTIH RAMAN COOPERATIVE, CENTRAL LAMPUNG

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The purpose of this study was to determine the effect of Non-Physical Work Environment and Financial Compensation on Workforce Productivity of marketing employees at Tri Dharma Artha Seputih Raman Central Lampung in 2021. It was caused by the production problems where employees could not achieve the production targets set by the company and the company's profits was to decline. The type of study in this study was quantitative research with associative method using multiple linear regression analysis. Data collection methods in this study used primary data in the form of interviews and questionnaires. The population in this study were 44 employees using purposive sampling technique with 33 employees in the marketing department as the sample. The requirements test of data analysis used normality test, linearity test, and multiscedasticity test. The results of this study found that the Non-Physical Work Environment had a Positive Effect on Productivity and Financial Compensation had a positive effect on Productivity.

Keywords: Non-Physical Work Environment, Financial Compensation, Productivity