

ABSTRACT

THE IMPACT OF INCENTIVES AND TRAINING ON PRODUCTIVITY OF TUNAS HONDA PRAMUKA EMPLOYEES

(MARKETING DIVISION)

By:

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This study aims to determine the effect of incentives and training on work productivity of Tunas Honda Pramuka employees. The selected population is all employees of Tunas Honda Scouts, as many as 65 employees. marketing division employees Tunas Honda Pramuka opened 33 employees. This type of research is quantitative by using multiple regression analysis method because it uses more than one independent variable that affects the dependent variable. The results of the analysis state that incentives and training affect the work productivity of Tunas Honda Pramuka employees.

Keywords: Incentives, Training and Work Productivity

