

ABSTRAK

PENGARUH KOMPENSASI FINANSIAL DAN MOTIVASI EKSTRINSIK TERHADAP KINERJA KARYAWAN PADA ASTRA CREDIT COMPANIES BANDARJAYA

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Penelitian ini dilakukan di lakukan di Astra Credi Companies Bandarjaya yang bergerak di bidang pembiayaan mobil dan alat berat. penelitian ini bertujuan untuk mengetahui pengaruh kompensasi finansial dan motivasi kerja terhadap kinerja karyawan astra credit companies bandarjaya. Seluruh karyawan yang berjumlah 45 orang menjadi responden, adapun teknik pengambilan sampel dengan teknik sampling jenuh. metode analisis data menggunakan analisis regresi linier berganda dan pengujian hipotesis menggunakan uji t dan uji F. Hasil penelitian ini kompensasi finansial dan motivasi kerja secara simultan berpengaruh signifikan terhadap kinerja karyawan, secara parsial kompensasi finansial berpengaruh signifikan terhadap kinerja karyawan astra credit companies bandarjaya.

Kata Kunci :kompensasi finansial, motivasi ekstrinsik, kinerja karyawan.

ABSTRACT

THE EFFECT OF FINANCIAL COMPENSATION AND EXTRINSIC MOTIVATION ON EMPLOYEE PERFORMANCE AT ASTRA CREDIT COMPANIES BANDARJAYA

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This research was conducted at Astra Credi Companies Bandarjaya which is engaged in car and heavy equipment financing. This study aims to determine the effect of financial compensation and work motivation on the performance of employees of astra credit companies bandarjaya. All employees, totaling 45 people, became respondents, while the sampling technique was saturated sampling technique. data analysis method using multiple linear regression analysis and hypothesis testing using t test and F test. The results of this study financial compensation and work motivation simultaneously have a significant effect on employee performance, partially financial compensation has a significant effect on employee performance at astra credit companies bandarjaya.

Keywords: financial compensation, extrinsic motivation, employee performance.