

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh kompensasi, motivasi dan disiplin kerja terhadap kinerja karyawan (Studi Pada *Sales Promotion Girl* PT. Kaenka Intikreasi). Kompensasi diukur melalui gaji, insentif, tunjangan dan fasilitas. Motivasi diukur melalui kebutuhan akan berprestasi, kekuasaan dan berkehidupan sosial. Disiplin kerja diukur melalui taat terhadap aturan waktu, peraturan perusahaan, aturan perilaku dalam pekerjaan dan peraturan lainnya. Kinerja karyawan diukur melalui kualitas (mutu), kuantitas (jumlah), waktu (jangka waktu), penekanan biaya, pengawasan dan hubungan antar karyawan.

Jenis penelitian ini adalah penelitian kuantitatif. Populasi dan sampel pada penelitian ini adalah seluruh karyawan yang berstatus sebagai *sales promotion girl* di PT. Kaenka Intikreasi sebanyak 62 karyawan dengan *non probability sampling* sebagai teknik penentuan pengambilan sampel. Metode analisis data yang digunakan adalah analisis linear berganda dengan program SPSS (*Statistical Product and Service Solution*) versi 25.0.

Hasil penelitian menunjukkan bahwa kompensasi, motivasi dan disiplin kerja berpengaruh positif dan signifikan terhadap kinerja karyawan.

Kata Kunci: Kompensasi, Motivasi, Disiplin Kerja dan Kinerja Karyawan

ABSTRACT

This research aimed to examine the effect of compensation, motivation and work discipline on the employees' performance (case study at Sales Promotion Girl PT Kaenka Inti kreasi). The compensation was measured by salary, incentives, benefits and facilities. Furthermore, motivation was measured by a need for achievement, power and social life. Work discipline was measured through time punctuality, company's rules, behaviour rules in works and other rules. Moreover, the employees' performance was measured by quality, quantity, time, cost suppression, supervision and relations between employees.

The research type used the quantitative method. Meanwhile, the research population and samples used all the employees as sales promotion girls at PT Kaenka Inti kreasi obtained 62 employees with non-probability sampling as the determination technique of sample collection. Moreover, the data analysis method of this research used multiple linear analysis with SPSS (Statistical Product and Service Solution) 25.0 version.

The research result showed that compensation, motivation and work discipline had a significant positive effect on the employees' performance.

Keywords: compensation, motivation, work discipline, and employees' performance.

