

ABSTRAK

Nurhayati, 15101155310561, Fakultas Ekonomi, Jurusan Manajemen, Tahun 2019, **“Pengaruh Insentif dan Motivasi terhadap Kepuasan kerja melalui Lingkungan kerja ”**, dibawah bimbingan Bapak Dr. Wendi Boy, ST, MM dan Bapak Vicky Brama Kumbara, SE,MM.

Penelitian ini bertujuan untuk mengetahui apakah insentif berpengaruh terhadap kepuasan kerja pada BRI Cabang Muko Muko Bengkulu, mengetahui seberapa besar pengaruh motivasi terhadap kepuasan kerja BRI Cabang Muko Muko Bengkulu, mengetahui seberapa besar pengaruh insentif terhadap lingkungan kerja BRI Cabang Muko Muko Bengkulu, mengetahui seberapa besar pengaruh motivasi terhadap lingkungan kerja dan mengetahui berapa besar pengaruh insentif dan motivasi melalui lingkungan kerja terhadap kepuasan kerja.

Hasil Penelitian yang didapat berdasarkan 37 responden sebagai objek penelitian. Penelitian berdasarkan jenis kelamin yaitu pria sebanyak 37,5% (15 orang), dan wanita sebanyak 59,5% (22 orang). berdasarkan usia yang dimiliki oleh responden, yaitu 20-29 tahun sebanyak 16,2% (6 orang), 30-39 tahun sebanyak 48,6% (18 orang) dan >40 tahun sebanyak 35,1% (13 orang), berdasarkan tingkat pendidikan terakhir yang dimiliki oleh responden, yaitu adalah SMA sebanyak 21,6% (8 orang), D3 sebanyak 32,4% (12 orang), S1 sebanyak 45,9% (17 orang). Penelitian berdasarkan Masa Bekerja yang dimiliki responden, yaitu 1-5 tahun sebanyak 27,0% (10 orang), 6-10 tahun sebanyak 48,6% (18 orang) dan >10 tahun sebanyak 24,3% (8 orang). Maka penulis berkesimpulan insentif berpengaruh positif dan signifikan terhadap kepuasan kerja, dibuktikan dengan $t_{hitung} < t_{tabel}$ ($0,000 < 0,05$), motivasi berpengaruh positif dan signifikan terhadap kepuasan kerja dibuktikan dengan $t_{hitung} > t_{tabel}$ ($0,041 > 0,05$), insentif berpengaruh positif dan signifikan terhadap lingkungan kerja, dibuktikan dengan $t_{hitung} < t_{tabel}$ ($0,20 < 0,05$), motivasi berpengaruh positif dan signifikan terhadap lingkungan kerja dibuktikan dengan $t_{hitung} < t_{tabel}$ ($0,354 < 0,05$), sedangkan menurut insentif dan motivasi melalui lingkungan kerja berpengaruh positif dan signifikan terhadap kepuasan kerja dengan nilai signifikan ($F_{hitung} > F_{tabel}$) $0,000 > 0,05$.

Kata Kunci: Pengaruh insentif, motivasi, lingkungan kerja dan kepuasan kerja.

ABSTRACT

Nurhayati, 15101155310561, Faculty of Economics, Department of Management, 2019, "Influence of Incentives and Motivation on Job Satisfaction through the Work Environment", under the guidance of Mr. Dr. Wendi Boy, ST, MM and Mr. Vicky Brama Kumbara, SE, MM. This study aims to determine whether incentives affect the satisfaction of work at BRI Branch Muko Muko Bengkulu, knowing how much influence the motivation on the satisfaction of BRI work Muko Muko Bengkulu Branch, knowing how much influence the incentives on the BRI work environment Branch Muko Muko Bengkulu, know how much influence motivation towards the work environment and knowing how much influence incentives and motivation through the work environment towards job satisfaction. The research results obtained based on 37 respondents as the object of research. Research based on sex, namely men as much as 37.5% (15 people), and women as much as 59.5% (22 people). based on the age of the respondents, namely 20-29 years as many as 16.2% (6 people), 30-39 years as many as 48.6% (18 people) and > 40 years as many as 35.1% (13 people), based on the last level of education owned by respondents, namely high school as much as 21.6% (8 people), D3 as much as 32.4% (12 people), S1 as many as 45.9% (17 people). Research based on the Working Period of the respondents, ie 1-5 years as many as 27.0% (10 people), 6-10 years as many as 48.6% (18 people) and > 10 years 24.3% (8 people). So the authors conclude that incentives have a positive and significant effect on job satisfaction, as evidenced by equity ($0,000 < 0,05$), motivation has a positive and significant effect on job satisfaction as evidenced by equity ($0,041 > 0,05$), incentives have a positive and significant effect on the work environment, as evidenced by equity ($0,20 < 0,05$), motivation has a positive and significant effect on the work environment as evidenced by equity ($0,354 < 0,05$), while according to incentives and motivation through the work environment positive and significant effect on job satisfaction with a significant value ($F \text{ test} > 0,000 > 0,05$).

Keywords: *Effect of incentives, motivation, work environment and job satisfaction.*

