

ABSTRAK

Penelitian ini untuk mengetahui pengaruh kompensasi dan motivasi kerja terhadap kinerja karyawan Matahari Department Store Cabang Bandung Indah Plaza. Penelitian ini berdasarkan studi empiris dengan teknik proporsional sampling pada pengumpulan data. Data didapatkan berdasarkan survey ke 100 karyawan sebagai responden di Matahari Department Store Cabang Bandung Indah Plaza. Teknik pengumpulan data ini menggunakan kuesioner dan wawancara kepada beberapa karyawan dan manager sebagai penelitian awal. Hasil penelitian menunjukkan bahwa kuesioner teruji valid dan reliabel. Metode analisis menggunakan regresi linier berganda, dalam pengujian hipotesis menunjukkan hasil bahwa kompensasi dan motivasi kerja berpengaruh secara positif terhadap kinerja karyawan.

Kata kunci: kompensasi, motivasi kerja, kinerja karyawan.

ABSTRACT

This study was to determine the effect of compensation and work motivation on employee performance Matahari Department Store Branch Bandung Indah Plaza. This study is based on empirical studies with proportional sampling techniques in data collection. Data obtained based survey to 100 employees as respondents in Matahari Department Store Branch Bandung Indah Plaza. This data collection techniques using questionnaires and interviews to several employees and managers as the initial study. The results showed that the questionnaire proven valid and reliable. Methods of analysis using multiple linear regression, hypothesis testing showed the result that the compensation and motivation to work in a positive effect on employee performance.

Keyword : compensation, work motivation, employee performance.