

ABSTRACT

CV. Belmas is a company engaged in printing and general provision. The company has a vision to become a professional printing company in every aspect of business so that the mainstay of the users of printing services and career dreams for the employees and can build a sustainable cooperation for the company's performance can be developed so that it can absorb a lot of workforce and can reduce The current unemployment rate is considered quite high.

The purpose of the research is to determine the effect of incentives on productivity in CV Belmas Sumedang. The research method used is descriptive analysis method. Data collection techniques used are direct observation to the field, conducting interviews and distributing questionnaires to 32 respondents. For data analysis used validity test, reliability test, simple linear regression and coefficient of determination.

Based on the data obtained from the results of research, that linear regression there is a positive influence between the incentive to productivity of 58.98% or it can be said that the variant that occurs in the productivity variable of 58.98% of the remaining 41.02% influenced by other variables.

Suggestions that researchers can point out that the incentives given to employees is a factor that must be done by every organization for employees to work optimally and can achieve the performance expected by the organization. Therefore, to be able to improve the good productivity needs to be done also by providing education and training to employees, in order to create a sense of high morale and can generate employee confidence.

Keywords: Incentives, Productivity, CV Belmas