

ABSTRAK

Perkembangan industri makanan di Jawa Barat, PT. Tomo Food Industri menghadapi tantangan berupa kinerja karyawan yang belum optimal. Hal ini terlihat dari meningkatnya keluhan konsumen, penurunan produksi roti tiap triwulan, serta hasil appraisal kinerja yang umumnya masih berada pada kategori sedang. Oleh karena itu, penelitian ini bertujuan untuk menganalisis pengaruh motivasi kerja dan kompensasi terhadap kinerja karyawan di PT. Tomo Food Industri, Sumedang. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei terhadap 95 karyawan yang dipilih melalui teknik sampel jenuh. Pengumpulan data dilakukan melalui kuesioner berskala Likert (1–5). Instrumen diuji menggunakan uji validitas dan reliabilitas. Metode analisis data yang digunakan yaitu regresi linier berganda, korelasi berganda, *method of successive interval* (MSI), koefisien determinasi, serta uji hipotesis F dan t. Pengolahan data statistik dilakukan dengan bantuan perangkat lunak SPSS. Hasil penelitian menunjukkan bahwa secara parsial motivasi kerja berpengaruh positif signifikan terhadap kinerja karyawan sebesar 23,7 %, sedangkan kompensasi berpengaruh positif signifikan sebesar 25,2 %. Secara simultan, motivasi kerja dan kompensasi menjelaskan 48,9 % variasi kinerja karyawan, sedangkan sisanya 51,1 % dipengaruhi oleh variabel independen lainnya yang tidak diteliti.

Kata Kunci: Motivasi Kerja, Kompensasi, Kinerja Karyawan, PT. Tomo Food Industri

ABSTRACT

With the growth of the food industry in West Java, PT. Tomo Food Industri is facing challenges in the form of suboptimal employee performance. This is evident from the increase in consumer complaints, a decline in bread production every quarter, and performance appraisal results that are generally still in the moderate category. Therefore, this study aims to analyze the influence of work motivation and compensation on employee performance at PT. Tomo Food Industri, Sumedang. This study uses a quantitative approach with a survey method of 95 employees selected through a saturated sampling technique. Data collection was conducted using a Likert-scale questionnaire (1–5). The instrument was tested for validity and reliability. The data analysis methods used include multiple linear regression, multiple correlation, the method of successive intervals (MSI), the coefficient of determination, and F and t hypothesis tests. Statistical data processing was performed using SPSS software. The results of the study indicate that, partially, work motivation has a significant positive effect on employee performance of 23.7%, while compensation has a significant positive effect of 25.2%. Simultaneously, work motivation and compensation explain 48.9% of the variation in employee performance, while the remaining 51.1% is influenced by other independent variables not studied in this research.

Keywords: *Work Motivation, Compensation, Employee Performance, PT. Tomo Food Industri*