

**PENGARUH *TOP SALES STAFF PERFORMANCE INCENTIVE HOTEL*
TERHADAP KINERJA KARYAWAN DI DEPARTEMEN *FOOD AND
BEVERAGE SERVICE* HARD ROCK HOTEL BALI**

ABSTRAK

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Penelitian ini menganalisis kinerja karyawan di Departemen *Food and Beverage Service* Hard Rock Hotel Bali, kaitannya dengan pemberian insentif. Bagaimana karyawan dapat bekerja sebaik mungkin dan mempunyai motivasi yang tinggi dalam menyelesaikan pekerjaan dengan adanya pemberian insentif. Maka penelitian ini bertujuan untuk menunjukkan pengaruh insentif terhadap kinerja karyawan. Dalam menganalisa data digunakan analisis deskriptif yang berisi distribusi item dari masing-masing variabel, kemudian analisis regresi linier sederhana dan pengujian hipotesis. Sementara itu untuk mencari data primer mengenai variabel insentif (X) dan kinerja karyawan (Y) digunakanlah kuisioner. Data yang terkumpul kemudian diolah menggunakan teknik analisis data regresi linier sederhana, sehingga diperoleh besaran pengaruh variabel insentif (X) terhadap kinerja karyawan (Y). Sedangkan analisis data untuk menghitung tingkat kinerja karyawan (Y) menggunakan analisis garis kontinum. Berdasarkan temuan penelitian, diketahui tingkat kinerja karyawan (Y) berapa pada kategori tinggi tetapi belum optimal karena skor nilai masih jauh dengan skor nilai ideal. Sedangkan diketahui pula bahwa variabel insentif (X) berpengaruh positif terhadap kinerja karyawan (Y). Dengan kata lain semakin baik pemberian insentif (X), maka semakin naik pula kinerja karyawan (Y).

Kata Kunci : Insentif, Motivasi, dan Kinerja Karyawan

IMPACT OF HOTEL TOP SALES STAFF PERFORMANCE INCENTIVE TOWARDS PERFORMANCE OF EMPLOYEES IN THE DEPARTMENT OF FOOD AND BEVERAGE SERVICE HARD ROCK HOTEL BALI

ABSTRACT

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This study to analyze the performance of employees in the Department of Food and Beverage Service Hard Rock Hotel Bali, its relation to incentives giving. How employees can work as best as possible have high motivation to finish the job with incentives giving. So this study aims to shows the impact of incentives towards employee performance. Data analyzing is using descriptive analysis which contains of the items distribution of each variable, then a simple linear regression analysis and hypothesis testing. Meanwhile, to search for primary data on incentives variable (X) and employee performance (Y) is used the questionnaire. The collected data is then processed using simple linear regression analysis technique, to obtain the amount of the incentive variable impact (X) towards the performance of the employee (Y). Data analysis to counting the level of employee performance (Y) is using a continuum line analysis. Based on the research findings, known the level of employee performance (Y) is on the high category but not optimal because the score is far below to the ideal score. Meanwhile, the incentive variable (X) has a positive impact to employee performance (Y). In other words, the better the of incentives giving (X), then employee performance (Y) is getting better too.

Keywords: Incentives, Motivation, and Employee Performance