


PENGARUH INSENTIF DAN LINGKUNGAN KERJA TERHADAP KEPUASAN KERJA KARYAWAN *COFFEE SHOP* DI KABUPATEN SLEMAN

Ragiel Nur Avifah

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh insentif dan lingkungan kerja terhadap kepuasan kerja karyawan *coffee shop* di Kabupaten Sleman. Populasi dalam penelitian ini adalah seluruh karyawan bagian *barista* dan *kitchen staff coffee shop* di Kabupaten Sleman yang berjumlah 95 orang. Metode pengambilan sampel yang digunakan adalah metode *simple random sampling*, yaitu pengambilan anggota sampel dari populasi dilakukan secara acak tanpa memperhatikan strata yang ada dalam populasi itu. Sampel yang diperoleh sebanyak 50 responden. Hasil penelitian menunjukkan bahwa: (1) Insentif berpengaruh positif signifikan terhadap kepuasan kerja karyawan *coffee shop* Kabupaten Sleman, Daerah Istimewa Yogyakarta. (2) Lingkungan kerja berpengaruh positif signifikan terhadap kepuasan kerja karyawan *coffee shop* Kabupaten Sleman, Daerah Istimewa Yogyakarta. (3) Insentif dan lingkungan kerja secara bersama berpengaruh terhadap variabel kepuasan kerja karyawan *coffee shop* Kabupaten Sleman, Daerah Istimewa Yogyakarta sebesar 0,910 atau 91,0%.

Kata Kunci: *Insentif, Lingkungan Kerja, Kepuasan Kerja, Coffee Shop*

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**THE INFLUENCE OF INCENTIVES AND WORK ENVIRONMENT ON
JOB SATISFACTION OF COFFEE SHOP EMPLOYEES IN SLEMAN
DISTRICT**

Ragiel Nur Avifah

Abstract

This study aims to analyze the effect of incentives and work environment on the job satisfaction of coffee shop employees in Sleman Regency. The population in this study consisted of all employees of the barista and kitchen staff of a coffee shop in Sleman Regency, totaling 95 people. The sampling method used was a simple random sampling method, namely, randomly taking sample members from the population without regard to the strata in the population. The sample obtained was 50 respondents. The results show that: (1) Incentives significantly positively affect coffee shop employees' job satisfaction in Sleman Regency, Yogyakarta Special Region. (2) The work environment significantly positively affects the job satisfaction of coffee shop employees in Sleman Regency, Yogyakarta Special Region. (3) Together, incentives and the work environment affect the variable job satisfaction of coffee shop employees in Sleman Regency, Yogyakarta Special Region by 0,910 or 91,0%.

Keywords: *Incentives, Work Environment, Job Satisfaction, Coffee Shop*