

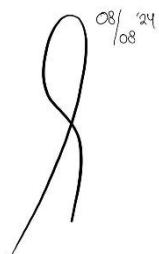
ANALISIS INSENTIF KARYAWAN PADA PT ATAKRIB GRUP

Zainur Rifki

Abstrak

Penelitian ini dilakukan di PT Atakrib Grup. Penelitian ini bertujuan untuk menganalisis dan mengetahui insentif yang dilakukan pada PT Atakrib Grup. Populasi dalam penelitian ini adalah seluruh karyawan PT Atakrib Grup yang berjumlah 124 karyawan, sedangkan sampel penelitian berjumlah 41 karyawan yang lokasi penempatannya di Atakrib Office & Warehouse yang mendapatkan insentif. Teknik pengumpulan data dilakukan dengan menggunakan kuesioner. Pengambilan sampel menggunakan teknik *purposive sampling*. Pengujian yang digunakan yaitu uji deskriptif, uji validitas, uji reliabilitas, dan *arithmetic mean*. Hasil *Grand Mean* menunjukkan keseluruhan indikator insentif memiliki rata-rata sebesar 3,14 dengan kategori setuju. Artinya responden setuju terhadap pernyataan indikator variabel insentif. Rata-rata tertinggi terdapat pada pernyataan indikator kebutuhan sebesar 3,54 dengan kategori sangat setuju. Rata-rata terendah terdapat pada pernyataan indikator senioritas sebesar 2,61 dengan kategori setuju.

Kata Kunci: *Insentif*



08/08/24

A handwritten signature in black ink, appearing to be "Zainur Rifki". Above the signature, the date "08/08/24" is written in a smaller, printed-style font.

ANALYSIS OF EMPLOYEE INCENTIVES AT PT ATAKRIB GROUP

Zainur Rifki

Abstract

The study is aimed to analyze and determine the incentives provided at PT Atakrib Group. The population of the study comprised all 124 employees of PT Atakrib Group, while the research sample consisted of 41 employees located at Atakrib Office & Warehouse who received incentives. Data collection techniques were performed using a questionnaire. Sampling was conducted using purposive sampling technique. Tests used included descriptive analysis, validity testing, reliability testing, and arithmetic mean. The Grand Mean results show that the overall indicator of incentives has average score of 3.14, categorized as agree. This means that respondents agree with the statements regarding the incentive variable indicators. The highest average is found in the statement about the need indicator at 3.54, categorized as strongly agree. The lowest average is found in the statement about the seniority indicator at 2.61, categorized as agree.

Keyword: Incentive