

ABSTRAK

Pada penelitian ini dirumuskan masalah sebagai berikut : (1) Apakah gaji berpengaruh terhadap produktivitas kerja karyawan Divisi Merchandising PT. Indomarco Prismatama, Gresik?; (2) Apakah insentif berpengaruh terhadap produktivitas kerja karyawan Divisi Merchandising PT. Indomarco Prismatama, Gresik?; (3) Apakah lingkungan kerja berpengaruh terhadap produktivitas kerja karyawan Divisi Merchandising PT. Indomarco Prismatama, Gresik?; (4) Apakah gaji, insentif dan lingkungan kerja secara simultan berpengaruh terhadap produktivitas kerja karyawan Divisi Merchandising PT. Indomarco Prismatama, Gresik. Untuk menjawab permasalahan diatas digunakan metode penelitian berikut : (1) Lokasi penelitian dilakukan di PT. Indomarco Prismatama, Gresik (2) Sampel yang diambil sebanyak 85 responden dan metode sampling yang digunakan adalah *total sampling/sensus* artinya dari 85 responden diambil semua sebagai sampling; (3) Identifikasi variabel yaitu untuk dependen variabel (Y) produktivitas kerja, dan independen variabel (X) terdiri dari gaji, insentif dan lingkungan kerja; (4) Skala pengukuran menggunakan skala Likert; dan (5) Metode analisis menggunakan analisis regresi linier berganda. Hasil penelitian adalah sebagai berikut (1) Gaji berpengaruh terhadap produktivitas kerja karyawan Divisi Merchandising PT. Indomarco Prismatama, Gresik; (2) Insentif berpengaruh terhadap produktivitas kerja karyawan Divisi Merchandising PT. Indomarco Prismatama, Gresik?; (3) Lingkungan kerja berpengaruh terhadap produktivitas kerja karyawan Divisi Merchandising PT. Indomarco Prismatama, Gresik?; (4) Gaji, insentif dan lingkungan kerja secara simultan berpengaruh terhadap produktivitas kerja karyawan Divisi Merchandising PT. Indomarco Prismatama, Gresik..

Kata-kata kunci : gaji, insentif, lingkungan kerja, produktivitas kerja.

ABSTRACT

In this study the problem was formulated as follows: (1) Does salary affect the work productivity of the Merchandising Division employees of PT. Indomarco Prismatama, Gresik ?; (2) Does the incentive affect the work productivity of the Merchandising Division employees of PT. Indomarco Prismatama, Gresik ?; (3) Does the work environment affect the work productivity of the Merchandising Division employees of PT. Indomarco Prismatama, Gresik ?; (4) Do salary, incentive and work environment simultaneously affect the work productivity of the Merchandising Division employees of PT. Indomarco Prismatama, Gresik. To answer the above problems, the following research methods are used: (1) The location of the study was conducted at PT. Indomarco Prismatama, Gresik (2) Samples taken as many as 85 respondents and the sampling method used is total sampling / census means that all 85 respondents were taken as sampling; (3) Identification of variables, namely for variable dependent (Y) work productivity, and independent variable (X) consisting of salary, incentives and work environment; (4) The measurement scale uses a Likert scale; and (5) The method of analysis uses multiple linear regression analysis. The results of the study are as follows (1) Salary influences the work productivity of employees of the Merchandising Division of PT. Indomarco Prismatama, Gresik; (2) Incentive affects the work productivity of employees of the Merchandising Division of PT. Indomarco Prismatama, Gresik; (3) The work environment influences the work productivity of the Merchandising Division employees of PT. Indomarco Prismatama, Gresik ?; (4) Salary, incentive and work environment simultaneously affect the work productivity of employees of the Merchandising Division of PT. Indomarco Prismatama, Gresik.

Key words: salary, incentive, work environment, work productivity.