

ABSTRAK

PUJI RAHAYU. NIM 2018116235. Pengaruh Insentif dan Budaya Organisasi Terhadap Kinerja Karyawan di PT Beauty World Indonesia. Dibawah bimbingan Ibu Titin Astuti, SE, M.Si.

Persaingan industri bisnis kecantikan dan perawatan kulit di Indonesia kian meningkat. Perusahaan harus memiliki sumber daya manusia yang energik dan kreatif. PT Beauty World Indonesia merupakan perusahaan yang bergerak di bidang retail kosmetik dan alat-alat kecantikan. Berdasarkan angka kehadiran karyawan yang belum sesuai dengan target yang diharapkan perusahaan, patut diduga penurunan kinerja karyawan disebabkan oleh insentif dan budaya organisasi. Tujuan dari penelitian ini adalah untuk mengetahui insentif dan budaya organisasi pada Beauty World serta mengetahui pengaruh insentif dan budaya organisasi terhadap kinerja karyawan Beauty World. Metode penelitian yang digunakan yaitu metode deskriptif kuantitatif, dengan populasi karyawan berjumlah 50 orang. Teknik pengolahan datanya menggunakan kuesioner skala likert. Teknik analisis statistik yang digunakan adalah regresi linier berganda dengan menggunakan aplikasi SPSS. Untuk mengetahui pengaruh insentif dan budaya organisasi secara parsial dan simultan terhadap kinerja karyawan di PT. Beauty World Indonesia. Berdasarkan hasil penelitian diperoleh hasil insentif dan budaya organisasi secara parsial dan silmultan tidak berpengaruh terhadap kinerja karyawan di PT. Beauty World Indonesia.

Kata Kunci: Budaya organisasi, insentif, kinerja karyawan.

ABSTRACT

PUJI RAHAYU. NIM 2018116235. The Effect of Incentives and Organisational Culture on Employee Performance at PT Beauty World Indonesia. Under the guidance of Mrs

Titin Astuti, SE, M.Si.

Competition in the beauty and skin care business industry in Indonesia is increasing. Companies must have energetic and creative human resources. PT Beauty World Indonesia is a company engaged in retailing cosmetics and beauty tools. Based on the employee attendance rate that has not been in accordance with the company's expected target, it is suspected that the decline in employee performance is caused by incentives and organisational culture. The purpose of this study was to determine the incentives and organisational culture at Beauty World and to determine the effect of incentives and organisational culture on the performance of Beauty World employees. The research method used is quantitative descriptive method, with a population of 50 employees. The data processing technique used a Likert scale questionnaire. The statistical analysis technique used is multiple linear regression using the SPSS application. To determine the effect of incentives and organisational culture partially and simultaneously on employee performance at PT Beauty World Indonesia. Based on the results of the study, it was found that incentives and organisational culture partially and simultaneously had no effect on employee performance at PT Beauty World Indonesia.

Keywords: Organisational culture, incentives, employee performance.