

# Ketika Tas Lebih Memicu Pemenang Dibandingkan Uang Pengaruh Jenis Insentif terhadap Motivasi Intrinsik Trait Kompetitif dan Performa Pengerjaan Tugas Heuristic = When Bag Over Money Intrigues You mMore to be A Winner The Effect of Incentives on Intrinsic Motivation Competitiveness Trait and Heuristic Task Performance

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## Abstrak

[<b>ABSTRAK</b><br>

Penelitian ini bertujuan untuk mencari tahu pengaruh dari insentif moneter dan non-moneter pada tugas yang membutuhkan pemecahan masalah secara heuristic. Lebih jauh lagi, penelitian ini bertujuan untuk melihat bagaimana trait kompetitif memoderasi efek dari insentif terhadap motivasi intrinsik yang memengaruhi performa pengerjaan tugas heuristic. Penelitian ini adalah penelitian eksperimen dengan desain one-way anova dan menggunakan metode real-effort experiment. Sebanyak 120 partisipan yang seminggu sebelumnya sudah mengisi Revised Competitiveness Index, diundang ke laboratorium untuk mengerjakan anagram dalam setting kompetisi. Partisipan dibagi menjadi tiga kelompok yaitu kelompok yang diberikan insentif uang, insentif tas dan tidak diberikan insentif (kontrol). Penelitian terdiri dari tiga babak dimana insentif diberikan setelah babak kedua. Sebelum memasuki babak ketiga, partisipan diinformasikan mengenai feedback performa mereka dibandingkan partisipan lain. Hasil menunjukkan kelompok insentif tas unggul di babak ketiga dibandingkan kelompok insentif uang dan eksperimen,  $F(2, 117) = 4.64, p = .011, \eta^2 = .026$ . Selain itu berdasarkan uji moderated mediation ditemukan bahwa pengaruh dari insentif terhadap performa pengerjaan tugas heuristic secara tidak langsung melalui motivasi intrinsik yang tinggi-rendahnya bergantung pada trait kompetitif yang dimiliki individu tersebut.

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<b>ABSTRACT</b><br>

The objective of this study is to examine the effect of monetary and non-monetary incentives on task performance that requires heuristic problem solving. Furthermore, this study aims to examine how competitiveness trait moderates the effect of incentives on intrinsic motivation that affects heuristic task performance. This study was an experimental research with one-way anova design and using real effort experiment method. In this study, a total of 120 participants had filled Revised Competitiveness Index (Harris & Houston, 2010) a week earlier and invited to the laboratory to work on anagrams in competitive setting. Participants were divided into three groups: group given cash incentives, bag incentives and without incentives. The experiment consisted of three rounds. The result in this study showed that group with bag incentives got a significantly higher performance in anagrams scores  $F(2, 117) = 4.64, p = .011, \eta^2 = .026$ . Moderated mediation analysis showed that there is significant indirect effects between incentives, intrinsic motivation and heuristic task performance and the magnitude depends on the level of competitiveness trait., The objective of this study is to examine the effect of monetary and non-monetary incentives on task performance that requires heuristic problem solving. Furthermore, this study aims to examine how competitiveness trait moderates the effect of incentives on intrinsic motivation that affects heuristic task performance.

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