

Analisis pengaruh insentif finansial terhadap kepuasan kerja yang dimoderasi oleh locus of control dan dampaknya pada kinerja karyawan: studi kasus: PT. Mitra Pinasthika Mustika Finance = Analysis of effect of financial incentives on job satisfaction moderated by locus of control and its impact on employee performance: case study: PT. Mitra Pinasthika Mustika Finance

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Abstrak

**ABSTRAK**

Skripsi ini menganalisis pengaruh insentif terhadap kinerja karyawan PT Mitra Pinasthika Mustika Finance, pengaruh insentif terhadap kinerja karyawan yang dimediasi oleh kepuasan kerja, dan pengaruh locus of control dalam memoderasi hubungan insentif dan kepuasan kerja. Penelitian ini dilakukan di kantor pusat PT MPM Finance dengan jumlah responden sebanyak 133 orang. Penelitian ini menggunakan analisis regresi sederhana, uji efek mediasi, uji sobel dan moderated regression analysis dengan bantuan SPSS versi 16.0. Hasil penelitian membuktikan bahwa insentif memiliki pengaruh yang positif signifikan terhadap kinerja karyawan, insentif memiliki pengaruh yang positif signifikan terhadap kepuasan kerja karyawan, kepuasan kerja karyawan memiliki pengaruh yang positif signifikan terhadap kinerja karyawan, kepuasan kerja tidak memediasi hubungan antara insentif dan kinerja karyawan, dan locus of control memperlemah hubungan antara insentif dengan kepuasan kerja

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**ABSTRACT**

This thesis analyzes the effect of incentives on the performance of employees of PT Mitra Pinasthika Mustika Finance, the effect of incentives on employee performance mediated by job satisfaction, and the influence of locus of control in moderating the relationship incentives and job satisfaction. This research was conducted at the headquarters of PT MPM Finance with the number of respondents as many as 133 people. This study using simple regression analysis, test the mediating effect, Sobel test, test Sobel and moderated regression analysis using SPSS version 16.0. The research proves that incentives have a significant positive effect on employee performance, incentives have a significant positive effect on employee job satisfaction, employee satisfaction has a significant positive effect on employee performance, job satisfaction does not mediate the relationship between incentive and employee performance, and locus of control weaken the relationship between incentives and job satisfaction.