

ABSTRAK

Skripsi berjudul “Pengaruh Pengetahuan Kerja, Keterlibatan Kerja dan Insentif Kerja Terhadap Kinerja Pendamping Proses Produk Halal Pada Peserta KKN Berbasis Penguatan Industri Halal” ditulis oleh Haris Amirul Mukminin, NIM. 126405202158, Jurusan Bisnis dan Manajemen, Prodi Manajemen Bisnis Syariah, Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung, Pembimbing Lativa Hartiningtyas, M. Pd.

Penelitian ini berlatar belakang pelaksanaan Kuliah Kerja nyata dengan penugasan sebagai Pendamping Proses Produk Halal. Pekerjaan ini bertujuan membantu, mendampingi serta mengarahkan pelaku usaha secara langsung dalam proses pengajuan sertifikasi halal. Pelaksanaan Pendampingan produk halal yang dijalankan peserta KKN Berbasis Penguatan Industri Halal tentunya menimbulkan permasalahan tersendiri, terlebih tugas yang harus dijalankan berbeda dengan periode KKN sebelumnya. Dengan demikian terdapat faktor-faktor penentu dalam keberhasilan yang mengarah pada besaran kinerja.

Tujuan Penelitian ini adalah: (1) Untuk mengetahui pengaruh pengetahuan kerja terhadap kinerja pendamping proses produk halal pada peserta KKN Berbasis Penguatan Industri Halal. (2) Untuk mengetahui pengaruh keterlibatan kerja terhadap kinerja pendamping proses produk halal pada peserta KKN Berbasis Penguatan Industri Halal. (3) Untuk mengetahui pengaruh insentif kerja terhadap kinerja pendamping proses produk halal pada peserta KKN Berbasis Penguatan Industri Halal. (4) Untuk mengetahui pengaruh pengetahuan kerja, keterlibatan kerja dan insentif kerja secara bersama terhadap kinerja pendamping proses produk halal pada peserta KKN Berbasis Penguatan Industri Halal.

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis asosiatif. Sumber data dalam penelitian ini berupa data primer dan sekunder. Penggunaan sampel sejumlah 80 responden. Teknik pengambilan data penelitian berasal dari penyebaran kuesioner. Penentuan sampel penelitian secara *proportionate stratified random sampling*, skala penelitian *likert* 5 poin, metode analisis data terdiri dari uji validitas, uji reliabilitas, uji asumsi klasik, uji regresi linier berganda, uji -t, uji -f serta uji koefisien determinasi.

Dari hasil penelitian menyatakan keseluruhan variabel bebas terdiri dari: (1) pengetahuan kerja, (2) keterlibatan kerja, (3) insentif kerja secara terpisah atau parsial berpengaruh positif signifikan terhadap kinerja pendamping proses produk halal pada Peserta KKN Berbasis Penguatan Industri Halal. Kemudian keseluruhan variabel bebas terdiri dari: (1) pengetahuan kerja, (2) keterlibatan kerja, (3) insentif kerja secara bersama atau simultan berpengaruh positif signifikan terhadap kinerja pendamping proses produk halal pada Peserta KKN Berbasis Penguatan Industri Halal.

Kata Kunci: Pengetahuan Kerja, Keterlibatan Kerja, Insentif Kerja, Kinerja Pekerja, Pendamping Proses produk Halal.

ABSTRACT

The thesis titled “The Influence of work knowledge, Job Involvement, and Work Incentives on Performance at Halal Product Process Counterpart on KKN Participant Based on Strengthening the Halal Industry” written by Haris Amirul Mukminin, NIM. 126405202158, department of business and management, sharia business management program, state Islamic University Sayyid Ali Rahmatullah Tulungagung, advisor Lativa Hartiningtyas, M. Pd.

This research is based on the implementation of real work lecture with the assignment as halal product process counterpart. This work aims to assist, accompany, and directly guide business operators in the process of applying for halal certification. The implementation of halal product mentoring carried out by KKN participants based on strengthening the halal industry certainly raises its own issues, the tasks that need to be carried out are different from previous KKN periods. There are determining factors in success that lead to performance levels.

The purpose of this research is: (1) To determine the effect of work knowledge on the performance at halal product process counterpart on KKN Participants Based on Strengthening the Halal Industry. (2) To determine the effect of Involvement work on the performance at halal product process counterpart on KKN Participants Based on Strengthening the Halal Industry. (3) To determine the effect of work incentive on the performance at halal product process counterpart on KKN Participants Based on Strengthening the Halal Industry. (4) To determine the effect of work knowledge, job involvement, and work incentives simultaneously the performance at halal product process counterpart on KKN Participants Based on Strengthening the Halal Industry.

This research employs a quantitative approach with an associative type, the data sources in this study consist of primary and secondary data, the sample size comprises 80 respondents. The research data collection method originates from distributing questionnaires. Sampling using proportionate stratified random sampling technique, 5-point likert research scale, while the analysis technique of this research uses the validity test, reliability test, classical assumption test, multiple linear regression test, t test, f test, and the coefficient of determination.

The research results indicate that the independent variables consist of: (1) work knowledge, (2) job involvement, (3) work incentives that partially significant positive impact the performance at halal product process counterpart on KKN Participants Based on Strengthening the Halal Industry. The overall independent variables consist of: (1) Work Knowledge, (2) job involvement, (3) work incentives that simultaneously significant positive impact the performance at halal product process counterpart on KKN Participants Based on Strengthening the Halal Industry.

Keywords: *Work Knowledge, Job Involvement, Work Incentives, Employee Performance, Halal Product Process Counterpart.*