

ABSTRAK

Skripsi dengan judul "Analisis Pengaruh Insentif *Financial* dan *Non-Financial* Terhadap Kinerja Karyawan Golden Swalayan Tulungagung" ini ditulis oleh Khofiya Afina Nasywa, NIM. 126405203227, Program Studi Manajemen Bisnis Syariah, Fakultas Ekonomi dan Bisnis Islam, UIN Sayyid Ali Rahmatullah Tulungagung, yang dibimbing oleh Risdiana Himati, S.E, M.Si.

Latar belakang dari penelitian ini yaitu tentang pentingnya memahami pengaruh insentif *Financial* dan *Non-Financial* terhadap kinerja karyawan pada perusahaan ritel di Golden Swalayan Tulungagung. Penelitian dalam konteks ini dapat meningkatkan pencapaian target penjualan guna menghadapi persaingan yang semakin ketat di pasar.

Penelitian ini bertujuan untuk mengetahui pengaruh insentif *Financial* terhadap kinerja karyawan di Golden Swalayan Tulungagung, pengaruh insentif *Non-Financial* terhadap kinerja karyawan di Golden Swalayan Tulungagung, serta untuk mengetahui pengaruh Insentif *Financial* dan *Non-Financial* terhadap kinerja karyawan di Golden Swalayan Tulungagung.

Metode pada penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Populasi dan sampel adalah seluruh karyawan di Golden Swalayan Tulungagung yang jumlah populasi sebanyak 120 orang yang akan dijadikan sampel jenuh dalam penelitian. Teknik pengumpulan data yang digunakan adalah koesioner. Serta teknik analisis data menggunakan SPSS.

Hasil penelitian ini menunjukkan bahwa secara parsial Insentif *Financial* tidak berpengaruh positif signifikan terhadap kinerja karyawan di Golden Swalayan, Insentif *Non-Financial* berpengaruh positif signifikan terhadap kinerja karyawan di Golden Swalayan, secara simultan insentif *Financial* dan *Non-Financial* berpengaruh positif signifikan terhadap kinerja karyawan di Golden Swalayan Tulungagung.

Kata Kunci: Insentif *Financial*, *Non-Financial*, Kinerja Karyawan

ABSTRACT

The thesis with the title "Analysis of the Influence of Financial and Non-Financial Incentives on the Performance of Golden Swalayan Tulungagung Employees" was written by Khoftiya Afina Nasywa, NIM. 126405203227, Sharia Business Management Study Program, Faculty of Islamic Economics and Business, UIN Sayyid Ali Rahmatullah Tulungagung, supervised by Risdiana Himati, S.E, M.Sc.

The background of this research is about the importance of understanding the influence of financial and non-financial incentives on employee performance in retail companies in Golden Swalayan Tulungagung. Research in this context can increase sales target achievement in order to face increasingly fierce competition in the market.

This research aims to determine the influence of financial incentives on employee performance at Golden Swalayan Tulungagung, the influence of non-financial incentives on employee performance at Golden Swalayan Tulungagung, and to determine the influence of financial and non-financial incentives on employee performance at Golden Swalayan Tulungagung.

The method in this research uses a quantitative approach with an associative type of research. The population and sample are all Golden Swalayan employees in Tulungagung with a population of 120 people who will be used as saturated samples in the research. The data collection technique used was a questionnaire. As well as data analysis techniques using SPSS.

The results of this research show that partially Financial Incentives do not have a significant positive effect on Employee Performance at Golden Swalayan, Non-Financial Incentives have a significant positive effect on Employee Performance at Golden Swalayan, simultaneously Financial and Non-Financial Incentives have a significant positive effect on Employee Performance at Golden Swalayan Tulungagung.

Keywords: *Financial Incentives, Non-Financial, Employee Performance*