

ABSTRAK

PENGARUH KOMPENSASI, PELATIHAN, DAN MOTIVASI KERJA TERHADAP KINERJA KARYAWAN *COFFEE SHOP* DI KECAMATAN ENGGAL BANDAR LAMPUNG

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Fenomena perkembangan budaya kopi yang lebih modern, membuat *coffee shop* bermunculan di berbagai daerah, sehingga kebutuhan karyawan *coffee shop* semakin meningkat. Karyawan *coffee shop* memiliki peran yang sangat penting dalam menjalankan operasional di *coffee shop* sehingga kompensasi, pelatihan dan motivasi kerja menjadi faktor-faktor yang dapat berpengaruh pada kinerja karyawan *coffee shop*. Penelitian ini bertujuan untuk mengetahui pengaruh kompensasi, pelatihan, dan motivasi kerja terhadap kinerja karyawan *coffee shop* di Kecamatan Enggal Bandar Lampung. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian *explanatory research*. Sampel pada penelitian ini adalah karyawan *coffee shop* di Kecamatan Enggal Bandar Lampung sebanyak 340 responden, yang dilakukan dengan teknik *non-probability sampling* dengan teknik sampling jenuh. Pengumpulan data dilakukan melalui kuesioner digital (Google Forms) dan pengukuran menggunakan skala *likert*. Analisis data dilakukan dengan menggunakan perangkat lunak statistik SPSS 30. Hasil penelitian menunjukkan bahwa secara parsial kompensasi, pelatihan, dan motivasi kerja berpengaruh positif dan signifikan terhadap kinerja karyawan. Secara simultan, ketiga variabel tersebut berpengaruh signifikan terhadap kinerja karyawan *coffee shop* di Kecamatan Enggal Bandar Lampung. Temuan ini memberikan wawasan bagi *coffee shop* bahwa perlu adanya dukungan kebijakan kompensasi, *training need analysis*, sistem *reward* dan penguatan hubungan sosial untuk dapat meningkatkan kinerja karyawan *coffee shop* dengan lebih baik.

Kata kunci: Kompensasi, Pelatihan, Motivasi Kerja, Kinerja Karyawan.

ABSTRACT

THE EFFECT OF COMPENSATION, TRAINING, AND WORK MOTIVATION ON THE PERFORMANCE OF COFFEE SHOP EMPLOYEES IN ENGGAL BANDAR LAMPUNG DISTRICT

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The phenomenon of the development of a more modern coffee culture has made coffee shop appear in various regions, so that the need for coffee shop employees is increasing. Coffee shop employees have a very important role in running operations in coffee shop so that compensation, training and work motivation are factors that can influence the performance of coffee shop employees. This study aims to determine the direction of compensation, training and work motivation on the performance of coffee shop employees in Enggal District, Bandar Lampung. This study uses a quantitative approach with an explanatory research type. The sample in this study was 340 coffee shop employees in Enggal District, Bandar Lampung, which was carried out using a non-probability sampling technique with a saturated sampling technique. Data collection was carried out through a digital questionnaire (Google Forms) and measurements using a likert scale. Data analysis was carried out using SPSS 30 statistical software. The results of the study showed that partially compensation, training and work motivation had a positive and significant effect on employee performance. Simultaneously, these three variables had a significant effect on the performance of coffee shop employees in Enggal District, Bandar Lampung. These findings provide insight for coffee shop that there is a need for support for compensation policies, training need analysis, reward system and strengthening social relations to be able to improve the performance of coffee shop employees better.

Keywords: Compensation, Training, Work Motivation, Employee Performance.