

ABSTRAK

PENGARUH INSENTIF DAN LINGKUNGAN KERJA NON FISIK TERHADAP KINERJA KARYAWAN (Studi Pada Pekerja Wanita di Indonesia)

Oleh

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Kinerja karyawan merupakan salah satu faktor yang dapat memengaruhi tingkat keberhasilan perusahaan. Semakin baik kinerja karyawannya maka semakin meningkat tingkat keberhasilan perusahaan. Sebaliknya, semakin buruk kinerja karyawan maka keberhasilan perusahaan semakin sulit dicapai. Penelitian ini bertujuan untuk mengetahui pengaruh insentif dan lingkungan kerja non fisik secara parsial maupun simultan terhadap kinerja karyawan pada pekerja wanita di Indonesia. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian *asosiatif*. Populasi pada penelitian ini yaitu pekerja wanita yang bekerja di Indonesia. Penentuan sampel menggunakan rumus *slovin* dengan jumlah 400 responden dengan teknik *purposive sampling*. Data dikumpulkan dengan menyebarkan kuesioner secara *online* dalam bentuk *Google Form* melalui platform WhatsApp, Instagram, dan X atau Twitter. Selanjutnya, data dianalisis secara deskriptif dan regresi linier berganda menggunakan Program SPSS 27. Hasil penelitian menunjukkan variabel insentif dan lingkungan kerja non fisik secara parsial berpengaruh positif dan signifikan terhadap kinerja karyawan wanita di Indonesia. Sedangkan secara simultan variabel insentif dan lingkungan kerja non fisik berpengaruh positif dan signifikan terhadap kinerja karyawan wanita di Indonesia dengan nilai *Adjusted R Square* sebesar 29,8%.

Kata Kunci: Insentif, Lingkungan Kerja Non Fisik, Kinerja Karyawan, Pekerja Wanita

ABSTRACT

THE INFLUENCE OF INCENTIVES AND NON-PHYSICAL WORK ENVIRONMENT ON EMPLOYEE PERFORMANCE (Study on Female Workers in Indonesia)

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Employee performance is one of the factors that can affect the company's success rate. The better the performance of its employees, the more the company's success rate increases. Conversely, the worse the employee performance, the more difficult the company's success is to achieve. This study aims to determine the effect of incentives and non-physical work environment partially or simultaneously on employee performance in female workers in Indonesia. This research is a quantitative approach with an associative research type. The population in this study is female workers who work in Indonesia. Determination of the sample using the Slovin formula with a total of 400 respondents with purposive sampling technique. Data was collected by distributing online questionnaires in the form of Google Forms through WhatsApp, Instagram, and X or Twitter platforms. Furthermore, the data was analyzed descriptively and multiple linear regression using SPSS 27. The results showed that the variables of incentives and non-physical work environment partially had a positive and significant effect on the performance of female employees in Indonesia. While simultaneously the variables of incentives and non-physical work environment have a positive and significant effect on the performance of female employees in Indonesia with an Adjusted R Square value of 29,8%.

Keywords: Incentives, Non-Physical Work Environment, Employee Performance, Female Workers