

ABSTRAK

PENGARUH *REWARD FINANSIAL* DAN *NON-FINANSIAL* TERHADAP KOMITMEN ORGANISASI KERJA KARYAWAN PT ALINDRA

Oleh:

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Reward merupakan faktor penting yang dapat memengaruhi komitmen karyawan terhadap organisasi. Penelitian ini bertujuan untuk menganalisis pengaruh *reward finansial* dan *non-finansial* terhadap komitmen organisasi karyawan PT Alindra di PLTU MT Sumbagsel 1, Baturaja. Penelitian menggunakan pendekatan kuantitatif dengan 100 responden dan dianalisis melalui regresi linier sederhana serta uji t dengan bantuan SPSS, sementara uji validitas dan reliabilitas dilakukan menggunakan *Confirmatory Factor Analysis* dan *Cronbach's Alpha*. Hasil penelitian menunjukkan bahwa penelitian ini mendukung hipotesis yang diajukan, yaitu *reward finansial* dan *non-finansial* berpengaruh positif dan signifikan terhadap komitmen organisasi, sehingga menegaskan pentingnya kebijakan *reward* yang seimbang dalam meningkatkan loyalitas dan keterikatan karyawan. Berdasarkan temuan penelitian, perusahaan disarankan untuk melakukan evaluasi sistem komisi agar lebih transparan, terukur, dan adil; meningkatkan relevansi serta efektivitas program pelatihan dengan menyesuaikan materi terhadap kebutuhan pekerjaan dan perkembangan industri; serta menciptakan lingkungan kerja yang mampu memberikan kepuasan intrinsik, tidak hanya didasarkan pada kebutuhan *finansial*. Dengan demikian, penerapan strategi *reward* yang tepat diharapkan mampu memperkuat komitmen karyawan, mendorong retensi tenaga kerja, serta mendukung keberlangsungan perusahaan.

Kata Kunci: *Reward Finansial, Reward Non-Finansial, Komitmen Organisasi*

ABSTRACT

THE INFLUENCE OF FINANCIAL AND NON-FINANCIAL REWARDS ON EMPLOYEES' ORGANIZATIONAL COMMITMENT AT PT ALINDRA

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Rewards are an important factor that can influence employees' commitment to the organization. This study aims to analyze the effect of financial and non-financial rewards on organizational commitment among employees of PT Alindra at PLTU MT Sumbagsel 1, Baturaja. The research employed a quantitative approach with 100 respondents and was analyzed through simple linear regression and t-tests using SPSS, while validity and reliability tests were conducted with Confirmatory Factor Analysis and Cronbach's Alpha. The results of the study indicate that the proposed hypothesis is supported, namely that both financial and non-financial rewards have a positive and significant effect on organizational commitment, thus reinforcing the importance of balanced reward policies in enhancing employee loyalty and engagement. Based on the findings, it is recommended that the company evaluate its commission system to make it more transparent, measurable, and fair; improve the relevance and effectiveness of training programs by aligning the content with job requirements and industry developments; and create a work environment that provides intrinsic satisfaction, not solely based on financial needs. Therefore, the implementation of appropriate reward strategies is expected to strengthen employee commitment, encourage workforce retention, and support the company's sustainability.

Keywords: *Financial Reward, Non-Financial Reward, Organizational Commitment*