

ABSTRAK

ANNISA AINUN. 7115030056. Pengaruh Rekrutmen dan Pemberian Insentif Terhadap Kinerja Karyawan pada PT. Bank Tabungam Negara (Persero) Tbk KC Medan, di bawah bimbingan Eddi Sofian, SE,M.Si dan Nur August Fahmi, SE,M.Cs. Skripsi, 2019.

Rumusan masalah dari skripsi ini 1) Adakah pengaruh rekrutmen terhadap kinerja karyawan BTN KC Medan. 2) Adakah pengaruh pemberian insentif terhadap kinerja karyawan BTN KC Medan. 3) Adakah pengaruh rekrutmen dan pemberian insentif terhadap kinerja karyawan BTN KC Medan. Penelitian ini bertujuan 1) Untuk mengetahui pengaruh rekrutmen terhadap kinerja karyawan BTN KC Medan. 2) Untuk mengetahui pengaruh pemberian insentif terhadap kinerja karyawan BTN KC Medan. 3) Untuk mengetahui pengaruh rekrutmen dan pemberian insentif terhadap kinerja karyawan BTN KC Medan. Sampel sebesar 53 responden dari 113 jumlah karyawan BTN KC Medan dengan menggunakan teori slovin. Teknik pengumpulan data melalui kuesioner dan wawancara. Teknik pengambilan sampel yang digunakan adalah Proporsional Random Sampling. Sedangkan teknik analisis data yang digunakan adalah analisis deskriptif kuantitatif dan analisis regresi berganda. Hasil penelitian menunjukkan 1) Rekrutmen berpengaruh positif dan signifikan terhadap kinerja karyawan BTN KC Medan. 2) Pemberian insentif berpengaruh positif dan signifikan terhadap kinerja karyawan BTN KC Medan. 3) Rekrutmen dan pemberian insentif berpengaruh positif dan signifikan terhadap kinerja karyawan BTN KC Medan.

Kata Kunci : Rekrutmen, Pemberian Insentif, dan Kinerja Karyawan

ABSTRACT

ANNISA AINUN. 7115030056. Effect of Recruitment and Giving Incentives on Employee Performance at PT. Bank Tabungam Negara (Persero) Tbk KC Medan, under the guidance of Eddi Sofian, SE,M.Si and Nur August Fahmi, SE,M.Cs. Thesis, 2019.

Problem formulation of this thesis 1) Is there an influence of recruitment on the performance of BTN KC Medan employees. 2) Is there an effect of giving incentives to the performance of Medan BTN KC employees. 3) Is there any influence of recruitment and incentives for the performance of Medan BTN KC employees. This study aims 1) To determine the effect of recruitment on the performance of BTN KC Medan employees. 2) To find out the effect of giving incentives to the performance of BTN KC Medan employees. 3) To determine the effect of recruitment and incentives for the performance of Medan BTN KC employees. The sample was 53 respondents from 113 number of BTN KC Medan employees using slovin theory. Data collection techniques through questionnaires and interviews. The sampling technique used is Proportional Random Sampling. While the data analysis techniques used are quantitative descriptive analysis and multiple regression analysis. The results showed 1) Recruitment had a positive and significant effect on the performance of Medan BTN KC employees. 2) Providing incentives has a positive and significant effect on the performance of BTN Medan KC employees. 3) Recruitment and incentives have a positive and significant impact on the performance of Medan BTN KC employees.

Keywords: Recruitment, Giving Incentives, Employee Performance