

ABSTRAK

Kholifaturrizal Wisnu Murti. 2025. Pengaruh Motivasi dan Kompensasi terhadap Kinerja Karyawan CV. Airlangga Utama Konsultan. Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dr. Liliek Nur Sulistiyowati, S.E., M.M. Pembimbing (II) Metik Asmike, S.E., M.M.

Tujuan penelitian untuk menganalisis pengaruh motivasi kerja dan kompensasi terhadap kinerja karyawan baik secara parsial maupun simultan. Penelitian menggunakan pendekatan kuantitatif dengan desain deskriptif analitik. Sampel jenuh melibatkan 55 karyawan sebagai responden. Data dikumpulkan melalui kuesioner skala Likert dan dokumentasi perusahaan. Teknik analisis menggunakan uji validitas, reliabilitas, uji asumsi klasik, regresi linier berganda, uji t, uji F, dan koefisien determinasi dengan SPSS.

Hasil penelitian menunjukkan motivasi kerja berpengaruh positif dan signifikan terhadap kinerja karyawan ($\text{sig. } 0,027 < 0,05$), kompensasi berpengaruh positif dan signifikan terhadap kinerja karyawan ($\text{sig. } 0,039 < 0,05$), serta motivasi kerja dan kompensasi secara simultan berpengaruh signifikan terhadap kinerja karyawan dengan nilai R^2 sebesar 0,865 atau 86,5%. Perusahaan perlu merancang sistem kompensasi yang adil dan transparan serta memperkuat program motivasi melalui pengembangan kompetensi dan penghargaan kinerja untuk meningkatkan produktivitas karyawan.

Kata Kunci: Motivasi Kerja, Kompensasi, Kinerja Karyawan, Perusahaan Konsultansi, Manajemen Sumber Daya Manusia

ABSTRACT

Kholifaturrizal Wisnu Murti. 2025. The Influence of Work Motivation and Compensation on Employee Performance at CV. Airlangga Utama Konsultan. Undergraduate Thesis. Management Study Program, Faculty of Economics and Business, Universitas PGRI Madiun. Advisor (I) Dr. Liliek Nur Sulistiyowati, S.E., M.M. Advisor (II) Metik Asmike, S.E., M.M.

The purpose of the study was to analyze the influence of work motivation and compensation on employee performance both partially and simultaneously. The research uses a quantitative approach with an analytical descriptive design. The saturated sample involved 55 employees as respondents. Data was collected through Likert scale questionnaires and company documentation. The analysis technique used validity, reliability, classical assumption test, multiple linear regression, t test, F test, and determination coefficient with SPSS.

The results showed that work motivation had a positive and significant effect on employee performance (sig. 0.027 < 0.05), compensation had a positive and significant effect on employee performance (sig. 0.039 < 0.05), and work motivation and compensation simultaneously had a significant effect on employee performance with an R² value of 0.865 or 86.5%. Companies need to design a fair and transparent compensation system and strengthen motivation programs through competency development and performance rewards to increase employee productivity.

Keywords: Work Motivation, Compensation, Employee Performance, Consulting Firm, Human Resource Managemen