ABSTRACT

Ari Chaerudin (2011), Analysis Of Incentive and Reward Impact To Job Motivation Employees Of SPBU Puteramas Group Bandung. Under the Supervision and Guidance Lita Wulantika, SE., M.Si.,

Human Resources (HR) is a very important asset for the life cycle of a Human Resources company. Use keep it in order to remain consistent and motivated in his job of course, required an additional bonus. With this reward would be expected creation of employee motivation to work even better, because if employees are already motivated the company's goals will be quickly achieved. Incentive and Reward systems can be an alternative to motivate employees to achieve company objectives better and accurate. Historically, employees who are already motivated to perform their jobs well ..

This study aims to determine (1) To determine the incentives received by employees at the gas station Puteramas Group Bandung. (2) To know the rewards at the pump Puteramas Group Bandung. (3) To know the motivation of employees working at gas stations Puteramas Group Bandung. (4) Effect of incentives and rewards to employee motivation Puteramas Group Bandung filling stations either partially or simultaneously.

The method used in this research is descriptive method with quantitative approach. The study population totaled 140 with techniques for sampling using stratified random sampling and the number of samples selected 58 respondents. Methods of data analysis using multiple linear regression analysis, Pearson correlation coefficient and determination, and the F test and t test using SPSS 18.0 for windows.

The results show that the incentives provided enough companies included in the criteria, and rewards are distributed fairly firm included in the criteria and the level of employee motivation included into the criteria fairly. The results of hypothesis testing concluded that simultaneous and partial incentive and reward significant effect on employee motivation. Simultaneously the degree of influence the two independent variables of work motivation is at 75.9%, while the partial reward greater than the incentive effect of employee motivation.

Key words: Incentive, Reward and Motivation for employees