

## **ABSTRACT**

*This study aims to analyze the incentive policy implemented by Trident Skate Roller Skating Club Semarang and to examine the impact of financial and non-financial incentives on coaches' motivation and performance. Coaches play an important role in athlete development; therefore, an effective incentive system is required to enhance their motivation and performance. Trident Skate Semarang has implemented various incentive schemes to improve coaches' professionalism, discipline, and achievement.*

*This study employed a qualitative approach with a descriptive design. The research informants consisted of the Chairman of Trident Skate Semarang and two coaches selected through purposive sampling. Data were collected through in-depth interviews, observation, and documentation. Data analysis was conducted using the Miles, Huberman, and Saldaña interactive model, which includes data condensation, data display, conclusion drawing, and verification. Data validity was ensured through source triangulation, method triangulation, and member checking.*

*The findings indicate that Trident Skate Semarang implements both financial and non-financial incentive systems. Financial incentives include bonuses based on the number of students per session, punctuality bonuses, full attendance bonuses, and athlete achievement bonuses. Meanwhile, non-financial incentives are provided through the Coach of the Year program and opportunities for professional development. The incentive system has a positive impact on coaches' motivation and performance, particularly in improving discipline, commitment, coaching quality, and athlete achievement. The study also found that athlete achievement bonuses are the most effective type of incentive because they simultaneously strengthen both intrinsic and extrinsic motivation among coaches.*

*Keywords: incentives, financial incentives, non-financial incentives, work motivation, coach performance.*