

ABSTRACT

This study aims to analyze the effect of financial incentives on work motivation, the influence of non-financial incentives facing work motivation to work, the influence of financial incentives on job performance, the influence of non-financial incentives on job performance and the effect of work motivation on work performance. The sample used in this study to recover 61 employees who are at the vulnerable age of productive and non-productive. The question is given by using a questionnaire distributed through random sampling techniques and analytical method used is a validity test, reliability test, the classical assumption, multiple regression and analysis path.

In accordance with the above objectives in this study was formulated five hypotheses, including financial incentives positive effect on work motivation, non-financial incentives significant effect on work motivation, financial incentives significant effect on work performance, financial incentives significant effect on job performance, non-financial incentives significant effect on job performance and work motivation significant effect on job performance.

The results showed that the value of the influence of financial incentives and non-financial incentives on job performance with job motivation as an intervening variable was 0,680 error on work motivation and was 0,522 error on job performance. From the results of multiple linear regression analysis of financial incentives and non-financial incentives significant positive effect on work motivation and financial incentives, non-financial incentives and motivation significant positive effect on job performance. The result of the analysis using the t test can be determined work motivation in significant effect on job performance and the other four hypotheses significant effect.

Keywords: Financial Incentives, Nonfinancial Incentives, Work Motivation, Job Performance