

Pengaruh pemberian insentif tenaga pemasar dalam meningkatkan employee engagement untuk mengurangi tingkat turnover intention pada jabatan funding officer di Kanwil BRI Jakarta 1 = The effect of marketing incentive to raise employee engagement for deducting turnover intention on funding officer position at Kanwil BRI Jakarta 1

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Abstrak

ABSTRACT

Skripsi ini membahas pengaruh dari pembayaran insentif bagi marketing BRI terhadap peningkatan employee engagement dengan tujuan untuk menurunkan turnover intention. Penelitian ini adalah penelitian kuantitatif dengan hasil analisa statistik. Hasil penelitian menyarankan bahwa perlu ada peningkatan employee engagement sehingga dapat menurunkan turnover intention karyawan; manajemen juga perlu mempertimbangkan sistem pemberian insentif yang lebih baik dan tepat. Kata Kunci:Manajemen, human resources, manajemen sumber daya, insentif, kompensasi, employee engagement.

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ABSTRACT

This study case discussing about the effect of marketing incentive pay at BRI to raise employee engagement with the intention to reduce turnover intention. This research are qualitative research with statistic analysis. The results shows that incentive didn't have any significancy towards employee engagement but the employee engagement but appearantly had a significant effect to turnover intention so do incentive to turnover intention. This research also found that employee engagement as intervening variable had a better significant effect to turnover intention compare to the straight effect of incentive to turnover intention. Keywords Management, human resources, human resources management, incentive, compensation, employee engagement.