

ABSTRAK

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PENGARUH KEDISIPLINAN, MOTIVASI, KEPUASAN KERJA DAN KOMPENSASI TERHADAP PRESTASI KERJA MARKETNG (Studi Kasus : BMT Bina Ihsanul Fikri Kota Yogyakarta)

Tujuan penelitian ini adalah untuk mengetahui pengaruh kedisiplinan, motivasi, kepuasan kerja dan kompensasi terhadap prestasi kerja marketing di BMT Bina Ihsanul Fikri Yogyakarta. Jenis penelitian yang digunakan yaitu penelitian kuantitatif dengan menggunakan pendekatan survei. Sampel yang diambil yaitu sebanyak 42 karyawan bagian marketing. Metode penelitian ini adalah pendekatan survei dengan teknik analisis linier berganda. Hasil penelitian ini menunjukkan bahwa kedisiplinan, kepuasan kerja dan kompensasi secara parsial tidak berpengaruh terhadap prestasi kerja marketing. Hasil lain menunjukkan bahwa secara parsial motivasi berpengaruh terhadap prestasi kerja marketing.

Kata kunci : disiplin, motivasi, kepuasan kerja, kompensasi, prestasi kerja marketing

ABSTRACT

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THE INFLUENCE OF DISCIPLINE, MOTIVATION, WORK SATISFACTION AND COMPENSATION TOWARDS MARKETING WORK ACHIEVEMENT (Case Study: BMT Bina Ihsanul Fikri Yogyakarta)

The aim of the research was to find out the influence of discipline, motivation, work satisfaction and compensation towards marketing work achievement in BMT Bina Ihsanul Fikri Yogyakarta. The research were quantitative research using survey approach method. The sample taken was 42 employees in marketing division. The research method was survey approach with double linear analysis technique. The research result showed that discipline, work satisfaction and compensation did not partially influence towards marketing work achievement. The other result showed that motivation partially influence marketing work achievement.

Keywords: discipline, motivation, work satisfaction, compensation, marketing work achievement