PENGARUH PROMOSI JABATAN, INSENTIF DAN *REWARD* TERHADAP KINERJA KARYAWAN DI KANTOR KECAMATAN LOWOKWARU KOTA MALANG

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ABSTRAK

Tujuan penelitian ini untuk mengetahui pengaruh promosi jabatan, insentif dan *reward* terhadap kinerja karyawan di Kantor Kecamatan Lowokwaru Kota Malang, baik secara parsial maupun simultan. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Populasi menggunakan seluruh karyawan/pegawai yang bekerja di Kantor Kecamatan Lowokwaru Kota Malang dengan jumlah 34 orang. Teknik penentuan sampel menggunakan *total sampling*. Instrumenn menggunakan kuesioner. Analisis data menggunakan analisis regresi linier berganda. Pengujian hipotesis menggunakan uji t (parsial) dan uji F (simultan). Hasil regresi linier berganda didapatkan ketiga variabel bebas memiliki nilai koefisien regresi positif, keseluruhan memiliki nilai *R Square* (R^2) sebesar 0,662 (kontribusi pengaruh variabel bebas terhadapa variabel terikat sebesar 66,2%). Hasil pengujian hipotesis uji t (parsial) didapatkan ketiga variabel bebas memiliki nilai $t_{hitung} > t_{tabel}$, dengan nilai signifikan < 0,05. Hasil pengujian hipotesis uji F (simultan) didapatkan nilai $F_{hitung} > F_{tabel}$, dengan signifikan < 0,05. Sehingga disimpulkan bahwa promosi jabatan, insentif dan *reward* berpengaruh signifikan terhadap kinerja karyawan di Kantor Kecamatan Lowokwaru Kota Malang, baik secara parsial maupun simultan. Pimpinan disarankan untuk mengintegrasikan ketiga kebijakan tersebut (promosi jabatan, insentif, dan *reward*) dalam satu sistem manajemen sumber daya manusia yang terpadu, sehingga promosi jabatan, insentif, dan *reward* tidak berjalan secara parsial, tetapi saling mendukung dalam membentuk sistem motivasi kerja yang komprehensif dan berorientasi pada peningkatan kinerja karyawan secara menyeluruh.

Kata Kunci: Promosi Jabatan, Insentif, *Reward*, Kinerja Karyawan

THE EFFECT OF JOB PROMOTION, INCENTIVES, AND REWARD ON EMPLOYEE PERFORMANCE AT THE LOWOKWARU SUB-DISTRICT OFFICE, MALANG CITY

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ABSTRACT

The aim of this research is to determine the effect of job promotion, incentives, and reward on employee performance at the Lowokwaru Sub-District Office in Malang City, both partially and simultaneously. This research uses a quantitative approach with a survey method. The population consists of all employees/staff working at the Lowokwaru Sub-District Office in Malang City, totaling 34 people. The sample determination technique uses total sampling. The instrument used is a questionnaire. Data analysis uses multiple linear regression analysis. Hypothesis testing uses t-test (partial) and F-test (simultaneous). The multiple linear regression results show that the three independent variables have positive regression coefficient values, with an overall R Square (R^2) value of 0.662 (the contribution of the independent variables' effect on the dependent variable is 66.2%). The t-test (partial) hypothesis testing results show that the three independent variables have t-calculated > t-table values, with significance < 0.05. The F-test (simultaneous) hypothesis testing results show F-calculated > F-table, with significance < 0.05. Thus, it is concluded that job promotion, incentives, and reward significantly affect employee performance at the Lowokwaru Sub-District Office in Malang City, both partially and simultaneously. Leaders are advised to integrate these three policies (job promotion, incentives, and reward) into a unified human resource management system, so that job promotion, incentives, and reward do not operate partially, but mutually support in forming a comprehensive work motivation system oriented toward overall employee performance improvement.

Keywords: Job Promotion, Incentives, Reward, Employee Performance.