

ABSTRACT
**THE INFLUENCE OF WORK INCENTIVES ON WORK
DISCIPLINE AND JOB SATISFACTION AND ITS
IMPACT ON EMPLOYEE LOYALTY**
(Survey of Beauty Clinic Therapists in Tasikmalaya City)

By:

Muhammad Dinnu Saputra

NPM 203402054

Supervisor 1 : Dedi Rudiana

Supervisor 2 : Indi Ramadhani

This research was conducted with the aim of knowing and analyzing work incentives, work discipline, job satisfaction, employee loyalty and the influence of work incentives on several variables, including work discipline, job satisfaction and employee loyalty to beauty clinic therapists in Tasikmalaya City. The method used in this research was a survey with a quantitative approach, by distributing questionnaires to beauty clinic therapists in Tasikmalaya City. The type of data used was primary data with a population of 41 therapists. The sample in this study was 41 respondents. Meanwhile, the sampling technique uses saturated sampling (census). Data collection techniques used were interviews and questionnaires. The analytical tool in this research uses partial least squares (PLS) analysis and was processed using SMARTPLS 3.9 software. The research results show that: (1) Work incentives include good criteria, work discipline includes high criteria, job satisfaction includes good criteria and employee loyalty includes very high criteria. (2) Work incentives have a positive effect on work discipline, (3) Work incentives have a positive effect on job satisfaction, (4) Work discipline has a positive effect on job satisfaction, (5) Work discipline has a positive effect on employee loyalty, (6) Job satisfaction has a positive effect positive towards employee loyalty, (7) Work discipline mediates the influence of work incentives on employee loyalty, (8) Job satisfaction mediates the influence of work incentives on employee loyalty.

Keywords: *Work Incentives, Work Discipline, Job Satisfaction and Employee*

Loyalty

ABSTRAK
PENGARUH INSENTIF KERJA TERHADAP
DISIPLIN KERJA DAN KEPUASAN KERJA SERTA
DAMPAKNYA PADA LOYALITAS KARYAWAN
(Survei pada Terapis Klinik Kecantikan di Kota Tasikmalaya)

Oleh

Muhammad Dinnu Saputra

NPM 203402054

Pembimbing 1 : Dedi Rudiana

Pembimbing 2 : Indi Ramadhani

Penelitian ini dilakukan dengan tujuan untuk mengetahui dan menganalisis insentif kerja, disiplin kerja, kepuasan kerja, loyalitas karyawan serta pengaruh insentif kerja terhadap beberapa variabel, diantaranya disiplin kerja, kepuasan kerja dan loyalitas karyawan pada terapis klinik kecantikan di Kota Tasikmalaya. Metode yang digunakan dalam penelitian ini adalah survei dengan pendekatan kuantitatif, dengan penyebaran kuesioner kepada terapis klinik kecantikan di Kota Tasikmalaya. Jenis data yang digunakan merupakan data primer dengan populasi sebanyak 41 terapis. Sampel dalam penelitian ini sebanyak 41 responden. Sedangkan Teknik pengambilan sampel dengan menggunakan jenis sampling jenuh (sensus). Teknik pengumpulan data yang digunakan melalui wawancara dan kuesioner. Alat analisis dalam penelitian ini menggunakan analisis *partial least square* (PLS) serta diolah menggunakan *software* SMARTPLS 3.9. Hasil penelitian menunjukkan bahwa : (1) Insentif Kerja termasuk kriteria baik, disiplin kerja termasuk kriteria tinggi, kepuasan kerja termasuk kriteria baik dan loyalitas karyawan termasuk kriteria sangat tinggi. (2) Insentif kerja berpengaruh positif terhadap disiplin kerja, (3) Insentif kerja berpengaruh positif terhadap kepuasan kerja, (4) Disiplin kerja berpengaruh positif terhadap kepuasan kerja, (5) Disiplin kerja berpengaruh positif terhadap loyalitas karyawan, (6) Kepuasan kerja berpengaruh positif terhadap loyalitas karyawan, (7) Disiplin kerja memediasi pengaruh insentif kerja terhadap loyalitas karyawan, (8) Kepuasan kerja memediasi pengaruh insentif kerja terhadap loyalitas karyawan.

Kata Kunci : Insentif Kerja, Disiplin Kerja, Kepuasan Kerja dan Loyalitas Karyawan