

**ABSTRACT**

***THE INFLUENCE OF THE WORK ENVIRONMENT AND INCENTIVES  
ON THE WORK SPIRIT OF REAL OFFICERS AT MALL ASIA PLAZA  
TASIKMALAYA***

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*The purpose of this study was to determine and analyze the Influence of the Work Environment and Incentives on the Work Spirit of Permanent Salespeople at Mall Asia Plaza Tasikmalaya. The research method used is a survey method, the data obtained directly through a questionnaire to 70 respondents taken from the Permanent Sales Officer of Mall Asia Plaza Tasikmalaya. Sampling using Probability Sampling and the method of analysis used in this study is multiple linear regression analysis. Based on the results of the study, it is known that the work environment of permanent salespeople at Asia Plaza Tasikmalaya Mall is classified as very high, incentives for permanent salespeople at Asia Plaza Tasikmalaya Mall are included in the high classification, and work enthusiasm for permanent salespeople at Asia Plaza Tasikmalaya Mall is included in the very high classification.*

*Keywords: Work Environment, Incentives and Employee Morale*