

ABSTRAK

Lase, Ines Sinta 2025, Analisis Pemberian Kompensasi Dalam Meningkatkan Kinerja Karyawan di CV. Group Werry Bakery Kota Gunungsitoli. Skripsi, Prodi Manajemen, Pembimbing Suka'aro Waruwu, S.E.,S.H.,M.M

Penelitian ini bertujuan untuk menganalisis sistem pemberian kompensasi dalam meningkatkan kinerja karyawan di CV. Grup Werry Bakery Kota Gunungsitoli. Penelitian menggunakan metode kualitatif dengan teknik pengumpulan data melalui wawancara, observasi, dan dokumentasi terhadap manajer serta karyawan. Hasil penelitian menunjukkan bahwa CV. Grup Werry Bakery menerapkan kompensasi finansial berupa gaji pokok, tunjangan, bonus, dan uang lembur, serta kompensasi non-finansial seperti lingkungan kerja yang nyaman, penghargaan atas prestasi, dan peluang pengembangan diri. Pemberian kompensasi ini berdampak positif terhadap motivasi, disiplin, dan produktivitas karyawan, meskipun masih terdapat keluhan terkait kesesuaian kompensasi dengan beban kerja. Kesimpulannya, sistem kompensasi yang adil dan proporsional berpengaruh signifikan terhadap peningkatan kinerja karyawan. Peneliti merekomendasikan perbaikan pada struktur kompensasi agar lebih sesuai dengan kontribusi dan tanggung jawab karyawan.

Kata kunci: Kompensasi dan Kinerja Karyawan

ABSTRACT

Lase, Ines Sinta 2025, Analysis of Compensation Provision in Improving Employee Performance at CV. Grup Werry Bakery, Gunungsitoli City. Thesis, Management Study Program, Supervisor: Suka'aro Waruwu, S.E., S.H., M.M

This study aims to analyze the compensation system in improving employee performance at CV. Grup Werry Bakery, Gunungsitoli City. The research employed a qualitative method with data collected through interviews, observations, and documentation involving the manager and employees. The findings reveal that CV. Grup Werry Bakery provides financial compensation such as basic salary, allowances, bonuses, and overtime pay, as well as non-financial compensation including a comfortable work environment, recognition for achievements, and opportunities for self-development. These compensations positively impact employees' motivation, discipline, and productivity, although some concerns remain regarding the alignment between compensation and workload. In conclusion, a fair and proportional compensation system significantly influences employee performance improvement. The researcher recommends adjustments to the compensation structure to better reflect employees' contributions and responsibilities.

Keywords: Compensation and Employee Performance