

## **Pengaruh Kompensasi dan Karakteristik Pekerjaan terhadap Kepuasan Kerja Karyawan Bandeng Juwana Elrina Semarang**

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### **ABSTRAK**

Kawasan Jalan Pandanaran dikenal sebagai pusat oleh-oleh Kota Semarang. Banyak orang-orang yang menyempatkan diri mampir ke Kawasan Jalan Pandanaran untuk membeli oleh-oleh. Kawasan Jalan Pandanaran di masa depan sangat mungkin akan makin berkembang. Kawasan ini memiliki letak yang sangat strategis yaitu di jantung Kota Semarang yang menghubungkan Tugu Muda dan Simpang Lima. Kawasan Jalan Pandanaran semula tidak didesain sebagai pusat perdagangan, namun seiring berjalannya waktu mampu mengubah kawasan ini menjadi pusat kehidupan niaga Kota Semarang. Pusat oleh-oleh merupakan bentuk bisnis kepemilikan perseorangan.

Penelitian ini bertujuan untuk menganalisis pengaruh Kompensasi Finansial, Kompensasi Non Finansial, Otonomi, Variasi Pekerjaan, Identitas Tugas, Signifikan Tugas dan Umpan Balik terhadap Kepuasan Kerja Karyawan Bandeng Juwana Elrina Semarang. Populasi dalam penelitian ini adalah seluruh karyawan Bandeng Juwana Elrina Semarang yang berjumlah 290 orang, sedangkan sampelnya diambil sebanyak 74 orang dan teknik pengambilan sampel menggunakan Proportional Random Sampling. Setelah hasil didapatkan melalui uji reliabilitas dan validitas, lalu dianalisis menggunakan Regresi Linier Berganda dengan program SPSS 16.0 for Windows yang didalamnya dilakukan uji asumsi klasik, uji multikoleniaritas, uji heteroskedastisitas, uji normalitas, uji auto kolerasi, uji t, uji f dan uji koefisien determinasi (R<sup>2</sup>).

Hasil analisis regresi linier berganda diperoleh bahwa faktor yang paling mempengaruhi kepuasan kerja karyawan adalah Kompensasi finansial, hal ini dibuktikan dengan nilai koefisien regresi yang terbesar. Kompensasi finansial berpengaruh secara positif dan signifikan terhadap kepuasan kerja karyawan. Semakin baik pemberian kompensasi finansial, maka kepuasan kerja karyawan akan meningkat. Identitas tugas, Variasi pekerjaan, Signifikan tugas, Umpan balik, Kompensasi non finansial dan Otonomi menjadi faktor kedua, ketiga, keempat, kelima, keenam dan ketujuh yang berpengaruh positif dan signifikan terhadap kepuasan kerja karyawan.

Kata kunci : Kepuasan Kerja, Kompensasi Finansial, Kompensasi Non finansial, Otonomi, Variasi Pekerjaan, Identitas Tugas, Signifikan Tugas, Umpan Balik.

Kata Kunci : \_\_\_\_\_

## **The Influence of Compensation and Job Characteristics on Employees Work Satisfaction of `Bandeng Juwana Elrina` Semarang**

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### **ABSTRACT**

The region Street Pandanaran was known as the centre of the Semarang City present. Many people who gave themselves time to drop by at the Region Street Pandanaran to buy the present. The region Street Pandanaran in the future very possibly will be increasingly developing. This region had the location that was very strategic that is on the heart of the Semarang City that connected the Tugu Muda and Simpang Lima. The region Street Pandanaran originally was not designed as the trade centre, but together with passing of time could change this region into the centre of the life of the trade in the Semarang City. The centre of the present was the form of the ownership business of the individual.

This research aimed at analyze the influence of financial Compensation, Compensation Non Financial, Autonomy, Variations Work, Identity of the Task, Significant Task and Feedback towards employee Job Satisfaction of Bandeng Juwana Elrina Semarang. The population in this research was all the employee of Bandeng Juwana Elrina Semarang that was numbering 290 people, whereas his sample was taken by as many as 74 people and the taking technique of the sample used Proportional Random Sampling. After results were obtained through the test reliability and the validity, then was analyze used Linier Multiple Regression with the SPSS program 16,0 for Windows that inside was done by the classic assumption test, the test multicollinearity, the test heteroscedasticity, the test normality, the car test correlation, the test t, the test f and the test of the determination coefficient (R<sup>2</sup>).

Results of the analysis of linear regression of multiplying were received that the factor that most influenced the employee's job satisfaction was financial Compensation, this was proven with the biggest value of the regression coefficient. Financial compensation was influential positively and significantly towards the employee's job satisfaction. It was increasingly good that giving of financial compensation, then the employee's job satisfaction will increase. The identity of the task, the work Variation, Significant the task, Feedback, Compensation non financial and Autonomy became the second, third, fourth, fifth, sixth and seventh influential factor positive and significant towards the employee's job satisfaction.

The key word: Job Satisfaction, Financial compensation, compensation Non financial, Autonomy, variations Work, identity of the Task, Significant task, feedback.

Keyword :