ABSTRACT

(MUHAMMAD RONI LESMANA / 1900861201176 / 2023/ THE *INFLUENCE OF COMPENSATION ON EMPLOYEE PERFORMANCE IN THE CREDIT MARKETING OFFICER SECTION AT* PT. ADIRA DINAMIKA MULTI FINANCE JAMBI CITY/ *SUPERVISOR* I UBAIDILLAH, SE, MM / *SUPERVISOR* II SAKINAH AS, SE, MM.)

Compensation plays a very important role in employee performance. Therefore, the aim of this research is to describe employee compensation and performance at work, as well as to determine and analyze the effect of compensation on the performance of employees in the Credit Marketing Officer Section at PT. Adira Multi Finance Dynamics of Jambi City.

The research method in this research is descriptive and quantitative. Distributing the questionnaire to a population of 35 people in 2022, the formula used to find samples was according to Istijanto (2009:114) so that the sample in this study consisted of 35 respondents. Data analysis used SPSS Ver 22 and used a simple linear regression model with the calculated Y = a+b.X+e.

To analyze the effect of compensation on the performance of employees in the Credit Marketing Officer Section at PT. Adira Multi Finance Dynamics of Jambi City. Data analysis used SPSS Ver 22 and used a simple linear regression model with the calculated Y = 0,914+0,613X+e. The compensation regression coefficient (X) is 0.613, meaning that compensation (X) has increased by 1 so that employee performance (Y) in the Credit Marketing Officer Section at PT. Adira Dinamika Multi Finance Jambi City increased by 0.613.

The coefficient of determination is known from the value R2=0.383 (38.3%), which means that compensation (X) is able to explain employee performance (Y) in the Credit Marketing Officer Section at PT. Adira Dinamika Multi Finance Jambi City is 38.3% and the remaining 61.7% is influenced by other variables. Not investigated in this study.

Based on the t test, the tcount value is 4.010 and ttable is 2.03452. From the comparison results, it can be seen that the test with a comparison of tcount 4.010 > ttable 2.03452 means Ho is accepted as Hi. Rejected. This means that compensation affects the performance of employees in the Credit Marketing Officer section at PT. Adira Multi Finance Dynamics of Jambi City.

Keyword :Compensation and Employee Performance