SUMMARY

BINTANG CININTYA. The Role of Incentives, Employment Satisfaction and Work Motivation Implied on the Performance of Marketing Employees in DKI Bank. Supervised by MUSA HUBBEIS and NURMALA K. PANDJAITAN.

Banking is one of the financial sectors that is highly expected to play an active role in national and regional economic development. Economic development in Indonesia starts from regions to the center. The role of the Regional Development Bank (BPD) is to function as a regional economic developer and driver to improve the standard of living of the community and provide financial development financing in the region, raise funds and implement and store regional cash (holders / storage of regional cash) in addition to running banking business activities. According to Bank Indonesia data there are 27 BPDs in Indonesia, each province has one BPD and one of them is Bank DKI. Bank DKI has a vision and mission "Becoming a modern and high value regional bank, which maintains a balance between profit and development in Jakarta" to achieve these objectives requires integrity, competent, highly dedicated and productive human resources. Several efforts to improve employee performance is one of the management challenges, because success in achieving the goals and survival of the company depends on the quality of HR performance. The satisfactory performance of a bank cannot be separated from the bank’s marketing performance. There are several factors that can affect the performance of marketing employees, one of which is incentives, job satisfaction and work motivation.

This research was conducted at three Bank DKI branch offices, these are Juanda main branch office, Otista sub-branch office and Depok sub-branch office. Respondents were 142 marketing employees with purposive sampling method. The data processing and analysis technique used is descriptive statistical analysis and structural equation modeling-lisrel. The results of structural equation modeling (SEM) analysis show incentives, job satisfaction and work motivation have a real and positive influence on performance.

Keywords: incentives, satisfaction, motivation, performance