

## ABSTRACT

**(DESSY AMELIA FITRIANDA / 2000861201150 / 2024 / THE INFLUENCE OF COMPENSATION AND JOB STRESS ON EMPLOYEE PERFORMANCE IN THE CREDIT MARKETING OFFICER SECTION AT PT. ADIRA DINAMIKA MULTI FINANCE JAMBI CITY/ LECTURER I HJ. RENI DEVITA, SE, MM. / LECTURER II GUPRON, M.KOM . )**

Compensation and work stress play a very important role in employee performance. Therefore, the aim of this research is to describe compensation, work stress and employee performance in the Credit Marketing Officer Section at PT. Adira Dinamika Multi Finance Jambi City, as well as analyzing the influence of compensation and work stress on the performance of employees in the Credit Marketing Officer Section at PT. Adira Dinamika Multi Finance Jambi City simultaneously and partially.

The research method in this research is descriptive and quantitative. Distribution of questionnaires with the number of samples in this research being all employees of the Credit Marketing Officer Section at PT. Adira Dinamika Multi Finance Jambi City in 2022 is 35 people, so the formula used to find samples is according to Sarwono (2012:24) so that the samples involved in this research are all employees of the Credit Marketing Officer Section at PT. Adira Multi Finance Dynamics of Jambi City. The research consisted of 35 respondents. Data analysis uses SPSS Ver 22 and uses a multiple linear regression model with the calculation results  $Y = a + b_1.X_1 + b_2.X_2 + e$ .

Multiple linear regression model with results  $Y = 0.489 + 0.309X_1 - 0.412X_2 + e$ . The Compensation regression coefficient ( $X_1$ ) is 0.309 and the Job Stress regression coefficient ( $X_2$ ) is -0.412.

Coefficient of determination = R square ( $R^2$ ) of 0.518. This figure states that the Compensation ( $X_1$ ) and Work Stress ( $X_2$ ) variables are able to explain the Employee Performance ( $Y$ ) variable by 51.8% and the remaining 48.2% is explained by other factors.

Compensation ( $X_1$ ) and Job Stress ( $X_2$ ) simultaneously have a significant effect on the Employee Performance variable ( $Y$ ). Compensation ( $X_1$ ) and Job Stress ( $X_2$ ) partially have a positive and significant effect on Employee Performance ( $Y$ ).

**Keywords: Compensation, Job Stress, Performance**

## ABSTRACT

**(DESSY AMELIA FITRIANDA / 2000861201150 / 2024 / PENGARUH KOMPENSASI DAN STRES KERJA TERHADAP KINERJA KARYAWAN PADA BAGIAN CREDIT MARKETING OFFICER PADA PT. ADIRA DINAMIKA MULTI FINANCE KOTA JAMBI/ DOSEN I HJ. RENI DEVITA, SE, MM. / DOSEN II GUPRON, M.KOM . )**

Kompensasi dan stres kerja memegang peranan yang sangat penting terhadap kinerja karyawan. Oleh karena itu tujuan penelitian ini adalah untuk mendeskripsikan kompensasi, stres kerja dan kinerja karyawan pada Bagian Credit Marketing Officer di PT. Adira Dinamika Multi Finance Kota Jambi, serta menganalisis pengaruh kompensasi dan stres kerja terhadap kinerja karyawan Bagian Credit Marketing Officer di PT. Adira Dinamika Multi Finance Kota Jambi secara simultan dan parsial.

Metode penelitian dalam penelitian ini adalah deskriptif dan kuantitatif. Penyebaran kuesioner dengan jumlah sampel dalam penelitian ini adalah seluruh karyawan Bagian Credit Marketing Officer di PT. Adira Dinamika Multi Finance Kota Jambi pada tahun 2022 berjumlah 35 orang, sehingga rumus yang digunakan untuk mencari sampel adalah menurut Sarwono (2012:24) sehingga sampel yang terlibat dalam penelitian ini adalah seluruh karyawan Bagian Credit Marketing Officer di PT. Dinamika Adira Multi Finance Kota Jambi. Penelitian ini terdiri dari 35 responden. Analisis data menggunakan SPSS Ver 22 dan menggunakan model regresi linier berganda dengan hasil perhitungan  $Y = a + b_1.X_1 + b_2.X_2 + e$ .

Model regresi linier berganda dengan hasil  $Y = 0,489 + 0,309X_1 - 0,412X_2 + e$ . Koefisien regresi Kompensasi ( $X_1$ ) sebesar 0,309 dan koefisien regresi Stres Kerja ( $X_2$ ) sebesar -0,412.

Koefisien determinasi = R square ( $R^2$ ) sebesar 0,518. Angka tersebut menyatakan bahwa variabel Kompensasi ( $X_1$ ) dan Stres Kerja ( $X_2$ ) mampu menjelaskan variabel Kinerja Karyawan ( $Y$ ) sebesar 51,8% dan sisanya sebesar 48,2% dijelaskan oleh faktor lain.

Kompensasi ( $X_1$ ) dan Stres Kerja ( $X_2$ ) secara simultan berpengaruh signifikan terhadap variabel Kinerja Karyawan ( $Y$ ). Kompensasi ( $X_1$ ) dan Stres Kerja ( $X_2$ ) secara parsial berpengaruh positif dan signifikan terhadap Kinerja Karyawan ( $Y$ ).

Kata Kunci : Kompensasi, Stres Kerja, Kinerja