

ABSTRAK

“Analisis Persepsi *Reward System* Berbasis KPI (*Key Performance Indicator*) Dengan Kepuasan Kerja Dan Motivasi Kerja Perawat, Studi *Crossectional* Di RS Siti Khodijah Muhammadiyah Cabang Sepanjang Sidoarjo”

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Pelayanan keperawatan yang berkualitas sangat ditentukan oleh kepuasan dan motivasi kerja perawat sebagai ujung tombak dalam sistem pelayanan rumah sakit. Di RS Siti Khodijah Muhammadiyah Cabang Sepanjang, tingkat *turnover* perawat mencapai 6% pada tahun 2022, dengan alasan utama pengunduran diri adalah ketidakpuasan Dengan sistem reward. Sebagai upaya perbaikan, rumah sakit menerapkan sistem reward berbasis *Key Performance Indicator* (KPI) guna menilai kinerja perawat secara objektif melalui indikator kontribusi individu, keterlibatan dalam unit pemasaran, capaian mutu layanan. **Tujuan** penelitian bertujuan untuk menganalisis hubungan persepsi reward system berbasis KPI Dengan kepuasan kerja dan motivasi kerja perawat. **Desain penelitian** menggunakan pendekatan kuantitatif dengan rancangan analitik korelasional dan metode survei cross-sectional. Metode *sampling* menggunakan teknik cluster random sampling, dengan jumlah sampel sebanyak 167 perawat dari 15 unit pelayanan. **Instrumen penelitian** mencakup tiga kuesioner: persepsi reward system berbasis KPI (20 item), kepuasan kerja (43 item dari *Index of Work Satisfaction*), dan motivasi kerja (68 item). Analisis data dilakukan menggunakan regresi logistik ordinal. **Analisis data** meliputi uji univariat, bivariat dengan Spearman's rho, dan multivariat menggunakan regresi logistik ordinal. **Hasil penelitian** menemukan bahwa persepsi reward system berbasis Key Performance Indicator (KPI) tidak berhubungan signifikan dengan kepuasan kerja perawat ($r = 0,086$; $p = 0,270$), tetapi berhubungan positif dan signifikan dengan motivasi kerja ($r = 0,254$; $p < 0,001$). Analisis regresi logistik ordinal menunjukkan pengaruh signifikan dan dominan reward system terhadap motivasi kerja (Wald = 8,890; $p = 0,003$) dibandingkan kepuasan kerja (Wald = 0,671; $p = 0,413$). **Diskusi** Persepsi *Reward system* KPI efektif meningkatkan motivasi, tetapi belum cukup untuk meningkatkan kepuasan kerja, temuan ini sejalan dengan teori harapan Victor Vroom, yang menjelaskan bahwa motivasi muncul ketika individu yakin usaha yang dilakukan menghasilkan kinerja baik yang diikuti reward. Dalam konteks rumah sakit, reward system KPI memberi insentif terukur yang memacu semangat kerja, namun kepuasan kerja tetap dipengaruhi faktor multidimensional seperti lingkungan kerja, dukungan pimpinan, dan pengakuan non-materi.

Kata kunci: *reward system*, kepuasan kerja, motivasi kerja, *Key Performance Indicator*, perawat

ABSTRACT

"Analysis of Nurses' Perceptions of a KPI-Based Reward System with Job Satisfaction and Work Motivation"
A Cross-Sectional Study at Siti Khodijah Muhammadiyah Hospital, Sepanjang Branch, Sidoarjo

By Dwi Erma Santi

The quality of nursing services is strongly determined by nurses' job satisfaction and work motivation, as they serve as the frontline of hospital care delivery. At Siti Khodijah Muhammadiyah Hospital, Sepanjang Branch, the nurse turnover rate reached 6% in 2022, with the primary reason for resignation being dissatisfaction with the reward system. As an improvement effort, the hospital implemented a Key Performance Indicator (KPI)-based reward system to objectively assess nurses' performance through indicators such as individual contributions, involvement in unit marketing, and service quality achievements. **This study aimed** to analyze the relationship between nurses' perceptions of the KPI-based reward system and their job satisfaction and work motivation. **Design** use a quantitative approach with a correlational analytic design and a cross-sectional survey method. Sampling was conducted using cluster random sampling, involving 167 nurses from 15 service units. **The research instruments** included three questionnaires: perception of the KPI-based reward system (20 items), job satisfaction (43 items from the Index of Work Satisfaction), and work motivation (68 items). Data analysis was performed using ordinal logistic regression, comprising univariate tests, bivariate analysis with Spearman's rho, and multivariate analysis. **The results** showed that nurses' perceptions of the KPI-based reward system were not significantly related to job satisfaction ($r = 0.086$; $p = 0.270$), but were positively and significantly associated with work motivation ($r = 0.254$; $p < 0.001$). Ordinal logistic regression further demonstrated that the reward system had a significant and dominant influence on work motivation (Wald = 8.890; $p = 0.003$) compared to job satisfaction (Wald = 0.671; $p = 0.413$). **Discussion** The findings indicate that the KPI-based reward system is effective in enhancing motivation, but insufficient to improve job satisfaction. This aligns with Victor Vroom's expectancy theory, which states that motivation arises when individuals believe their efforts will lead to good performance followed by rewards. In the hospital context, the KPI-based reward system provides measurable incentives that encourage motivation; however, job satisfaction remains influenced by multidimensional factors such as the work environment, managerial support, and non-material recognition.

Keywords: reward system, job satisfaction, work motivation, Key Performance Indicators, nurses