

THE INFLUENCE OF COMPENSATION, WORK ENVIRONMENT, AND JOB SATISFACTION ON EMPLOYEE WORK PRODUCTIVITY IN VISIBLE COPYRIGHT COMPANIES

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Abstract

Background - Human Resources (HR) are the most important assets in a company. Without human resources, the company will not run smoothly and these human resources must be managed well, because human resources are the driving and controlling force of a company. The company's success encourages every company to always evaluate the productivity of its employees, including the Visible Cipta Kreasi company. The Visible Cipta Kreasi Company is an agency company or Digital Agency company that applies the internet and digital technology to achieve marketing goals, through various digital technologies, such as social media and websites. This method is carried out through the application of online communication techniques which include search engine marketing, social media marketing, online marketing and partnerships.

Purpose - The aim of this research is to determine and analyze responses regarding compensation (X1), work environment (X2), and job satisfaction (X3) on employee work productivity (Y) and determine the positive and significant influence simultaneously and parisally.

methodology - The sampling technique in this research uses a non-probability sampling technique. Saturated sampling technique is a sampling technique where all members of the population are used to form a sample of 34 people.

Findings - The method used in this research is a descriptive method with a quantitative approach. By using this research method, significant relationships between the variables studied will be known so that conclusions will clarify the picture of the object being studied.

Originality - Data collection was carried out not only by interviewing, but also by: also observed, so that the data obtained is more objective. and Filling out the instrument questionnaire is carried out by the researcher and carried out together with respondents so that more data is obtained accurate.

Keywords: COMPENSATION, WORK ENVIRONMENT, AND JOB SATISFACTION ON EMPLOYEE WORK PRODUCTIVITY
