

***The Influence of Salary on Employee Performance in MICE Companies: A
Case Study of Generational Groups at PT Salaam Sukses Bersama***

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ABSTRACT

This study aims to analyze the impact of salary on employee performance in MICE companies within the creative economy ecosystem. The research employs a causal descriptive quantitative approach using a saturated sampling technique covering all 53 permanent employees of PT Salaam Sukses Bersama. Data were collected through a Likert scale questionnaire and analyzed using simple linear regression, run on the entire dataset as well as separately on the Generation Y (n=19) and Generation Z (n=31) subsets, while Generation X (n=3) was presented descriptively as its sample size did not meet the minimum requirement for inferential testing.

The results show that salary has a positive and significant effect on employee performance across the entire dataset (t-count 2.247 > t-table 2.008; sig. 0.029; coefficient 0.298; $R^2 = 0.090$); however, when tested separately, the effect of salary was not significant for either Generation Y (sig. 0.374) or Generation Z (sig. 0.102). Descriptively, Generation X showed an average salary score of 46.33 and performance score of 47.00, indicating a favorable tendency on both variables, although this cannot be generalized given the very limited sample size. The regression model also showed signs of heteroscedasticity (sig. 0.034), which is acknowledged as a limitation of this study. The differing results across generational groups suggest a decrease in statistical power as sample size shrinks within each subset. The company is advised to periodically evaluate its compensation system and strengthen other performance-driving factors to improve MICE service quality.

Keywords: Salary, Employee Performance, MICE, Event Organizer