

## ABSTRACT

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**The Role of *Performance Incentive* towards *Desire for Money* and *Attention to Money* (Study in *Cleaning Service Officer*); Dr. P. Tommy Y. S. Suyasa, M.Si., Psikolog & Linda Wati, M.Psi., Psikolog.**

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Performance incentive is one of the rewards that given to officers who complete their duties well (Cameron, Banko, Pierce, & Gear, 2005). Performance incentive can be defined as money. The aim of this research is to know the role of performance incentive towards desire for money and attention to money. This research is an experimental research (factorial design) with technique accidental/convenience sampling. This research involved 27 cleaning service officers. The result shows that a condition about giving performance incentive can predict desire for money ( $Z = -2.099$ ,  $p < .05$ ). And then the result also shows that performance incentive can not predict attention to money, even though in condition where performance incentive is given and condition where performance incentive is not given ( $Z = -1.759$ ,  $p > .05$ ).

**Keywords:** performance incentive, desire for money, and attention to money