

**PENGARUH PUNISHMENT DAN REWARD TERHADAP KINERJA
KARYAWAN PADA PT BLUE OCEAN HEART (VIVO SMARTPHONE)
AREA JOMBANG**

ABSTRAK oleh :

**Zidan Rahmat Pamungkas
(1861227)**

**Dosen Pembimbing :
Ratna Dwijayanti, SE., MM**

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh variabel *Punishment* dan *Reward* terhadap *Kinerja karyawan* PT. Blue Ocean Heart (Vivo Smartphone) area Jombang. Pengumpulan data dilakukan dengan penyebaran angket, wawancara, observasi, dan dokumentasi. Penelitian ini menggunakan pendekatan kuantitatif dengan metode *explanatory research* yang dilaksanakan melalui pengumpulan data perusahaan. Populasi yang dipergunakan yaitu karyawan PT. Blue Ocean Heart (Vivo Smartphone) area Jombang yang berjumlah 35 karyawan. Teknik pengambilan sampel dengan menggunakan teknik *sampling jenuh*. Metode analisis data menggunakan uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi linear berganda, uji hipotesis melalui uji t, dan koefisien determinasi (R^2). Penelitian ini memperoleh hasil bahwa *Punishment* berpengaruh secara positif dan signifikan terhadap *Kinerja Karyawan*. Sedangkan *Reward* berpengaruh secara positif dan signifikan terhadap *Kinerja karyawan* pada PT. Blue Ocean Heart (Vivo Smartphone) area Jombang.

Kata kunci : *Punishment, Reward, dan Kinerja Karyawan*

**THE EFFECT OF PUNISHMENT AND REWARD ON EMPLOYEE
PERFORMANCE AT PT BLUE OCEAN HEART (VIVO SMARTPHONE)
JOMBANG AREA**

ABSTRACT by :

Zidan Rahmat Pamungkas

(1861227)

Supervisor :

Ratna Dwijayanti, SE., MM

The purpose of this study was to determine the effect of the variable Punishment and Reward on the performance of employees of PT. Blue Ocean Heart (Vivo Smartphone) Jombang area. Data was collected by distributing questionnaires, interviews, observations, and documentation. This study uses a quantitative approach with explanatory research methods carried out through the collection of company data. The population used are employees of PT. Blue Ocean Heart (Vivo Smartphone) in Jombang area with 35 employees. Sampling technique using saturated sampling technique. The data analysis method used validity test, reliability test, classical assumption test, multiple linear regression analysis, hypothesis test through t test, and coefficient of determination (R²). This study obtained the results that Punishment has a positive and significant effect on employee performance. While Reward has a positive and significant effect on employee performance at PT. Blue Ocean Heart (Vivo Smartphone) Jombang area.

Keywords : *Punishment, Reward, and Employee Performance*