

**PENGARUH *REWARD* DAN *PUNISHMENT* TERHADAP KINERJA
KARYAWAN PADA PT. ARTA BOGA CEMERLANG**

ABSTRAK

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Tujuan Penelitian ini adalah untuk menjelaskan pengaruh *Reward* dan *Punishment* terhadap Kinerja Karyawan pada Karyawan di PT. Arta Boga Cemerlang. Pengumpulan data dilakukan dengan wawancara, observasi dan angket. Penelitian ini menggunakan metode kuantitatif dengan pendekatan deskriptif Kuantitatif yang bertujuan untuk mendeskripsikan atau memberi gambaran terhadap objek yang diteliti melalui data atau sampel yang telah terkumpul. Populasi yang digunakan yaitu Karyawan Bagian Sales pada PT. Arta Boga Cemerlang Jombang dan Karyawan Bagian Sales PT. Arta Boga Cemerlang Mojokerto yang berjumlah 38 karyawan. Teknik pengambilan sampel menggunakan teknik Sampling Jenuh. Metode analisis data menggunakan uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi linier berganda, uji hipotesis melalui uji t dan koefisien determinasi (R^2) dengan bantuan SPSS versi 25. Berdasarkan hasil penelitian menunjukkan bahwa *Reward* berpengaruh Positif dan Signifikan terhadap Kinerja Karyawan Pada karyawan PT. Arta Boga Cemerlang dan *Punishment* berpengaruh Positif dan Signifikan terhadap Kinerja Karyawan Pada karyawan PT. Arta Boga Cemerlang.

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

***THE EFFECT OF REWARD AND PUNISHMENT ON
EMPLOYEE PERFORMANCE AT PT. ARTA BOGA
CEMERLANG***

ABSTRACT

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*The purpose of this research is to explain the effect of Reward and Punishment on Employee Performance in Employees at PT. Arta Boga Cemerlang. Data collection was carried out by interviews, observations and questionnaire. This study uses a quantitative method with a quantitative descriptive approach which aims to describe or give an overview of the object under study through data or samples that have been collected. The population used is Sales Employees at PT. Arta Boga Cemerlang Jombang and Sales Employees of PT. Arta Boga Cemerlang Mojokerto totaling 38 employees. The sampling technique uses the Saturated Sampling technique. Methods of data analysis using validity test, reliability test, classical assumption test, multiple linear regression analysis, hypothesis testing through the *t* test and the coefficient of determination (R^2) with the help of SPSS version 25. Based on the results of the study showed that Reward have a positive and Significant effect on employee performance PT. Arta Boga Cemerlang and Punishment has a positive and Significant effect on employee performance PT. Arta Boga Cemerlang.*

Keywords : *Reward, Punishment, and Employee Performance.*