PENGARUH *REWARD* DAN *PUNISHMENT* TERHADAP KINERJA KARYAWAN PT BAF CABANG BANDUNG

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui bagaimana kondisi mengenai *reward*,*punishment* dan kinerja karyawan di PT BAF Cabang Bandung serta untuk mengetahui bagaimana pengaruh *reward* dan *punishment* terhadap kinerja karyawan baik secara parsial maupun simultan. Metode penelitian yang digunakan adalah metode Deskriptif dan Verifikatif. Data yang digunakan adalah data primer dengan menggunakan Teknik pengumpulan data melalui penyebaran kuesioner dan wawancara dengan jumlah sampel 75 karyawan PT BAF Cabang Bandung. Pengujian hipotesis menggunakan uji analisis regresi linier berganda, analisis koefisien korelasi, analisis koefisien determinasi, uji t (parsial) dan uji f (simultan). Hasil penelitian menujukkan bahwa secara parsial *reward* berpengaruh positif signifikan terhadap kinerja karyawan. *Punishment* berpengaruh positif signifikan terhadap kinerja karyawan. Determinasi 58% sedangkan sisanya sebesar 42% dipengaruhi oleh faktor lain yang tidak diteliti.

Kata Kunci: *Reward* , *Punishment* , **Kinerja Karyawan**

THE EFFECT OF REWARD AND PUNISHMENT
ON EMPLOYEE PERFORMANCE PT BAF BRANCH BANDUNG

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ABSTRACT

This study aims to find how conditions regarding the reward, the punishment, and the employee performance PT BAF Bandung Branch and to find out how the employee performance of the reward and the punishment influence employee performance both partially and simultaneously. The research method used is descriptive and verification methods. The data used are primary data using data collection techniques through questionnaires and interviews with a sample of 75 employees of PT BAF Bandung Branch. Hypothesis testing uses the multiple linear regression analysis, correlation coefficient analysis, coefficient of determination analysis, t test (partial) and f test (simultaneous).The results showed that partially the reward has a significant positive effect on customer satisfaction. The punishment has a significant positive effect on employee performance. Determination is 58% while the remaining 42% is influenced by other factors not examined.

Keywords: Rewards , Punishment , Employee Performance