

ABSTRACT

This study aims to determine the effect of reward and punishment on employee performance at PT. Yun Yi Bandung. PT. Yun Yi Bandung is a food company, tofu maker. The research method used is descriptive and verification analysis. The object of research is employees of PT. Yun Yi Bandung, with a total sample of 58 respondents. Analysis of the data used is using multiple linear regression analysis, multiple correlation analysis, simultaneous determination coefficient, partial determination coefficient.

The results showed that there was a significant and significant influence between job stress and competence on employee performance. The magnitude of the effect of reward and punishment on employee performance is 66.5%. While partially the effect of reward on employee performance is 36.6% and the effect of punishment on employee performance is 29.9%. It can be concluded that reward variables have the greatest influence on employee performance.

Keywords : Reward, Punishment, Employee Performance