

ABSTRAK

Penelitian ini dilatarbelakangi adanya penurunan kinerja karyawan PT. Industri Telekomunikasi Indonesia. Penurunan kinerja karyawan ini dikarenakan menurunnya *Reward* dan *Punishment* kepada karyawan sehingga dalam penelitian ini bahwa bagaimana kinerja karyawan pada PT. Industri Telekomunikasi Indonesia.

Penelitian ini menggunakan metode kuantitatif, data dikumpulkan dengan Teknik kuesioner. Responden dalam penelitian ini sebanyak 35 responden. Pengujian instrumen penelitian menggunakan uji validitas dan reliabilitas. Tiga hipotesis diformulasikan dan uji menggunakan analisis regresi linear berganda. Berdasarkan hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan antara *Reward* dan *punishment* terhadap kinerja karyawan. Besarnya pengaruh antara *Reward* dan *punishment* terhadap kinerja karyawan. secara simultan sebesar 61,5% dan sisanya 39,5% dipengaruhi variabel lain yang tidak diteliti. Secara parsial besarnya pengaruh *Reward* terhadap kinerja karyawan sebesar 45,8% dan pengaruh *punishment* terhadap kinerja karyawan sebesar 15,7%, sehingga dapat disimpulkan bahwa *reward* memberikan pengaruh paling besar terhadap kinerja karyawan.

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

ABSTRACT

This research is motivated by a decrease in the performance of employees of PT. Indonesian Telecommunications Industry. The decrease in employee performance is due to the decrease in Reward and Punishment to employees so that in this study how the performance of employees at PT. Indonesian Telecommunications Industry.

This study uses quantitative methods, data collected by questionnaire technique. Respondents in this study were 35 respondents. The research testing instrument uses validity and reliability tests. Three hypotheses were formulated and tested using multiple linear regression analysis.

Results Based on the research shows that there is a positive and significant influence between Reward and punishment on employee performance. The magnitude of the influence between Reward and punishment on employee performance. simultaneously by 61.5% and the remaining 39.5% is influenced by other variables not examined. Partially the effect on employee performance is 45.8% and the effect of punishment on employee performance is 15.7%, so it can be said that it has a major influence on employee performance.

Keywords: Reward, Punishment, Employee Performanc

