

ABSTRAK

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *reward* dan *punishment* terhadap kinerja karyawan Planet Fashion Bandung baik secara parsial maupun simultan. Metode penelitian yang digunakan adalah deskriptif dan verifikatif dengan jumlah sampel 103 responden. Teknik pengumpulan data yang digunakan adalah observasi, wawancara, dan menyebarkan kuesioner. Metode analisis data yang digunakan adalah analisis regresi linier berganda dan analisis koefisien determinasi. Hasil penelitian menunjukkan bahwa *reward* di Planet Fashion Bandung dapat dikatakan kurang baik sedangkan *punishment* di Planet Fashion Bandung dikatakan cukup baik. *Reward* dan *punishment* memberikan pengaruh terhadap kinerja karyawan yaitu sebesar 27,7%. Pengaruh variabel independen yang dominan adalah *reward* sebesar 16,8%, sedangkan *punishment* sebesar 10,9%.

Kata Kunci: Reward, Punishment, Kinerja Karyawan

ABSTRACT

This study aims to determine how the effect of reward and punishment on the performance of employees of Planet Fashion Bandung, either partially or simultaneously. The research method used is descriptive and verificative with sample of 103 respondents. Data collection techniques used were observation, interviews, and distribution questionnaires. The data analysis method used is multiple linear regression analysis and analysis of the coefficient of determination. The results of the study show that the rewards at Planet Fashion Bandung can be said to be not good, while the punishment at Planet Fashion Bandung is said to be quite good. Reward and punishment have an influence on employee performance, which is equal to 27,7%. The influence of the dominant independent variable is a reward of 16,8%, while punishment is 10,9 %.

Keywords: Reward, Punishment, Employee Performance