

ABSTRACT

This study aims to determine the effect of Punishment (X1) and Reward (X2) on Employee Performance (Y), both simultaneously and partially, at the Water Resources Agency of West Java Province in Bandung City. The research method used is descriptive and verificative, with a sample size of 84 respondents. The data collection techniques applied in this study include observation, interviews, and questionnaires. The analytical methods used consist of multiple linear regression, multiple correlation, and the coefficient of determination. The results of this study indicate that Punishment (X1) and Reward (X2) have a positive and significant influence on Employee Performance (Y), both simultaneously and partially. Simultaneously, Punishment (X1) and Reward (X2) affect Employee Performance (Y) by 75.9%. Partially, Punishment (X1) contributes 40.7% to Employee Performance (Y), while Reward (X2) contributes 35.2%. It can be concluded that Punishment (X1) and Reward (X2) significantly influence Employee Performance (Y) at the Water Resources Agency of West Java Province in Bandung City.

Keywords:*Punishment, Reward, Employee Performance*