ABSTRAK

Perumusan masalah dalam penelitian ini adalah bagaimana pengaruh *Insentif*, *Reward* dan *Punishment*, terhadap Produktivitas kerja karyawan di UD. Mutiara Rasa suwar suwir Ajung Jember. Tujuan penelitian adalah untuk mengetahui dan menganalisis pengaruh Pemberian *Insentif*, *Reward* dan *Punishment* terhadap Produktivitas Kerja Karyawan secara simultan dan parsial. Teori yang dipakai pada penelitian ini adalah teori manajemen sumber daya manusia, teori *Insentif*, *Reward*, *Punishment* dan kinerja karyawan. Penelitian dilakukan pada karyawan UD. Mutiara Rasa Ajung Jember. Jenis penelitian deskriptif kuantitatif dengan menggunakan metode purposive sampling dengan sampel 34 orang responden. Adapun sifat dari penelitian adalah penjelasan (explanatory). Alat uji yang digunakan adalah regresi linier berganda, dengan perangkat lunak SPSS versi 20.00. Hasil Uji t dan uji F menunjukkan bahwa *Insentif* (0,010), *Reward* (0,001) dan *Punishment* (0,026) berpengaruh signifikan terhadap Produktivitas kerja karyawan secara parsial, dan *Insentif*, reward dan *Punishment* berpengaruh signifikan terhadap Produktivitas Kerja Karyawan secara simultan. Uji regresi menunjukkan bahwa *Insentif* (0,010), *Reward* (0,001), dan *Punishment* (0,026) berpengaruh positif terhadap Produtivitas Kerja Karyawan dan uji koefisien determinasi sebesar 86,4% Produktivitas Kerja Karyawan dipengaruhi oleh *Insentif*, Reward, dan *Punishment* sedangkan 13,6% sisanya dipengaruhi variable lain di luar penelitian.

Kata Kunci : Insentif, Reward, Punishment dan Produktivitas kerja.

ABSTRACT

Formulation of the problem in this research how the Incentive, Reward and Punishment, on the Productivity of employees at UD. Mutiara Rasa suwar suwir Ajung Jember. The purpose of this study was to determine and analyze the effect of Insentive, Reward and Punishment on the Productivity of employees Simultaneously and partially. Theory used in this research is the theory of human resource managemenr, theory of Incentives, Reward, Punishment and employee. The study was conducted on employee UD. Mutiara Rasa suwar suwir Ajung Jember. Quantitative descriptive research using purposive sampling method with a sample of 34 respondents. As for the nature of the research is the explanation (explanatory). Test equipment used is multiple linear regression, with the software SPSS version 20.00. Results of t test and F test showed that Incentive (0,010), Reward (0,001), and Punishment (0,026) significant effet on the productivity of the employee performance partially, and Incentive (0,010),, Reward (0,001), and Punishment (0,026) significantly effect on the productivity employee simultaneously. Regresion test showed that Incentive, Reward and Punishment positive effect on the productivity of employees and test determination coefficient 86,4% the productivity of the employees is affected by Incentive, Reward and Punishment, while 13,6% the rest influenced by other variables out research

Keywords: Incentive, Reward, Punishment and productivity of employees.