

ABSTRAK

Penelitian ini dilakukan pada karyawan SPBU 54.681.30 Balung Lor. Penelitian ini bertujuan untuk mengetahui pengaruh dari dua variabel yaitu *reward* (X1), dan *punishment* (X2) terhadap kinerja karyawan. Dalam penelitian ini data dikumpulkan dengan alat bantu berupa observasi, wawancara dan kuesioner terhadap 31 responden yaitu karyawan SPBU 54.681.30 Balung Lor dengan teknik *purposive sampling*, yang bertujuan untuk mengetahui persepsi responden terhadap masing-masing variabel. Analisis yang digunakan meliputi uji instrumen data (uji validitas, dan uji reliabilitas), analisis regresi linear berganda, uji asumsi klasik (uji normalitas, uji multikolinearitas, uji heteroskedastisitas), dan uji hipotesis (uji F, uji t, koefisien determinasi). Dari hasil analisis menggunakan regresi dapat diketahui bahwa variabel *reward* (X1), dan *punishment* (X2), semuanya berpengaruh positif terhadap kinerja karyawan. Dari uji t diperoleh hasil *reward* (0,001), *punishment* (0,001), semuanya berpengaruh signifikan terhadap kinerja karyawan. Kedua variabel ini berpengaruh sebesar 82,4%, terhadap kinerja karyawan sedangkan sisanya sebesar 17,6% dipengaruhi oleh variabel lain.

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



ABSTRACT

This research was conducted at the employees of SPBU 54.681.30 Balung Lor. This study aims to determine the effect of two variables namely reward (X1), and punishment (X2) on employee performance. In this research, the data were collected by means of observation, interview and questionnaire to 31 respondents ie employees of SPBU 54.681.30 Balung Lor with purposive sampling technique, which aims to know the perception of respondents to each variable. The analysis used was instrument test data (validity test, reliability test), multiple linear regression analysis, classical assumption test (normality test, multicollinearity test, heteroscedasticity test), and hypothesis test (F test, t test, coefficient of determination). From the analysis using regression can be seen that the reward (X1), and punishment (X2), all have a positive effect on employee performance. From t test, the result of reward (0,001), punishment (0,001, all of which have significant effect on employee performance), this influence of 82,4%, to employee performance while the rest of 17,6% influenced by other variable.

Keywords: Reward, Punishment, and Employee Performance

