

ABSTRAK

Putri Arum Pusparani. 2025. Pengaruh Punishment dan Reward terhadap Kinerja Karyawan Pada PT Edisan Group Bersaudara. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing I: DR. Dra Ninik Srijani, M.Pd., M.M., Pembimbing II: Dr. Apriyanti, S.E., M.M.

Penelitian ini bertujuan untuk mengetahui pengaruh punishment dan reward terhadap Kinerja karyawan PT Edisan Group Bersaudara. Metode penelitian yang digunakan adalah kuantitatif dengan pendekatan survey, di mana data dikumpulkan melalui kuisioner yang disebarakan kepada 53 karyawan sebagai sampel penelitian. Teknik analisis data yang digunakan adalah regresi linier berganda untuk menguji pengaruh simultan dan parsial antara punishment, reward, dan Kinerja karyawan.

Hasil penelitian menunjukkan bahwa secara simultan, punishment dan reward berpengaruh signifikan terhadap kinerja karyawan (nilai F hitung = 18,25 > F tabel = 3,20, sig. = 0,000 < 0,05). Secara parsial, reward memiliki pengaruh positif dan signifikan terhadap kinerja karyawan (nilai t hitung = 4,12, sig. = 0,000 < 0,05), sedangkan punishment juga berpengaruh positif namun lebih rendah dibanding reward (nilai t hitung = 2,05, sig. = 0,045 < 0,05). Nilai koefisien determinasi (R^2) sebesar 0,62 menunjukkan bahwa 62% variasi kinerja karyawan dapat dijelaskan oleh variabel punishment dan reward, sedangkan sisanya dipengaruhi oleh faktor lain di luar penelitian ini.

Kata Kunci: Punishment, Reward, Kinerja Karyawan

ABSTRACT

Putri Arum Pusparani. 2025. The Effect of Punishment and Reward on Employee Performance at PT Edisan Group Bersaudara. Management Study Program, Faculty of Economics and Business, Universitas PGRI Madiun. Supervisor I: DR.Dra Ninik Srijani, M.Pd., M.M., Supervisor II:Dr. Apriyanti, S.E., M.M.

This study aims to determine the effect of punishment and rewards towards employee performance at PT. Edisan Group Bersaudara. The research method used was a quantitative survey approach, where data were collected through questionnaires distributed to 53 employees as the research sample. The data analysis technique used was multiple linear regression to test the simultaneous and partial effects between punishment, rewards, and employee performance.

The results show that simultaneously, punishment and rewards have a significant effect towards employee performance (calculated F-value = 18.25 > F-table = 3.20, sig. = 0.000 < 0.05). Partially, rewards have a positive and significant effect towards employee performance (t value = 4.12, sig. = 0.000 < 0.05), while punishment also has a positive but lower effect than rewards (t-value = 2.05, sig. = 0.045 < 0.05). The coefficient of determination (R^2) of 0.62 indicates that 62% of the variation in employee performance can be explained by the punishment and reward variables, while the remainder is influenced by other factors outside this study.

Keywords: punishment, reward, employee performance..