

ABSTRACT

THE EFFECT OF REWARD AND PUNISHMENT ON WORK MOTIVATION

(A Study on Permanent Employees Non-Manager at PT Bank Tabungan Negara
(Persero) Tbk. Branch Office Tasikmalaya)

By:

Nopa Saskia Sari

193402031

Guide I : Dian Kurniawan

Guide II : Alfin Nur Fahmi Mufreni

The purpose of this research is to determine the extent of the influence of rewards and punishments on work motivation among permanent employees of PT. Bank Tabungan Negara (Persero) Tbk. Tasikmalaya Branch Office. The research method employed is a survey method, and the sample is drawn using a census method. Data collection techniques for primary data involve the use of questionnaires from 45 respondents and interviews, while secondary data is obtained from literature reviews and the company. The analytical tool used is path analysis. The research results indicate that rewards are classified as good, punishments are classified as good, and employee work motivation is classified as good. Partially, rewards have a positive and significant effect on work motivation, and punishments have a positive and significant effect on employee work motivation. Simultaneously, rewards and punishments have an impact on employee work motivation.

Keyword: Reward, Punishment, Work motivation

ABSTRAK

PENGARUH *REWARD* DAN *PUNISHMENT* TERHADAP MOTIVASI KERJA

(Suatu Penelitian Pada Karyawan Tetap Non-Manager PT Bank Tabungan Negara
(Persero) Tbk. Kantor Cabang Tasikmalaya)

Oleh:

Nopa Saskia Sari

NPM 193402031

Pembimbing I : Dian Kurniawan

Pembimbing II : Alfin Nur Fahmi Mufreni

Tujuan penelitian ini untuk mengetahui besarnya pengaruh reward dan punishment terhadap motivasi kerja pada karyawan tetap PT. Bank Tabungan Negara (Persero) Tbk. Kantor Cabang Tasikmalaya. Metode penelitian yang digunakan adalah metode survei, sedangkan penarikan sampel menggunakan metode sensus. Teknik pengumpulan data yang digunakan untuk data primer melalui kuesioner dari 45 responden dan wawancara, data sekunder diperoleh dari kajian pustaka dan pihak perusahaan. Alat analisis menggunakan analisis jalur. Hasil penelitian menunjukkan bahwa reward dalam klasifikasi baik, punishment dalam klasifikasi baik dan motivasi kerja karyawan dalam klasifikasi baik. Secara parsial reward berpengaruh positif dan signifikan terhadap motivasi kerja dan punishment berpengaruh positif dan signifikan terhadap motivasi kerja karyawan. Reward dan punishment secara simultan berpengaruh terhadap motivasi kerja karyawan.

Kata kunci: Rewad, Punishment, Motivasi Kerja