

**PENGARUH *REWARD* DAN *PUNISHMENT* TERHADAP
KINERJA KARYAWAN PT BANK RAKYAT INDONESIA
(Persero), Tbk CABANG BENGKALIS**

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh Reward dan Punishment terhadap kinerja karyawan di PT Bank Rakyat Indonesia (Persero), Tbk Cabang Bengkulu dengan melibatkan 65 responden. Metode yang digunakan adalah kuantitatif dengan teknik pengumpulan data melalui observasi, wawancara, dan kuesioner. Nonprobability Sampling dengan teknik sampling jenuh digunakan untuk pengambilan sampel. Teknik pengambilan sampel yang digunakan adalah Nonprobability Sampling dengan teknik sampling jenuh. Analisis data dilakukan menggunakan uji Regresi Linear berganda, serta uji hipotesis simultan (Uji F) dan parsial (Uji t). Hasil analisis menunjukkan bahwa skor rata-rata untuk Reward dan Punishment adalah 4,69 dan 4,73 secara berturut-turut, dalam kategori sangat tinggi. Kinerja karyawan juga memiliki skor rata-rata yang tinggi, yaitu 4,69. Penelitian ini menemukan bahwa secara simultan, Reward dan Punishment memiliki pengaruh signifikan terhadap kinerja karyawan (nilai signifikansi $0,000 < 0,05$, Fhitung 71,071 > Ftabel 3,14). Secara parsial, baik Reward maupun Punishment juga terbukti berpengaruh signifikan terhadap kinerja karyawan (masing-masing nilai signifikansi $0,00 < 0,05$ dengan thitung masing-masing 5,005 dan 6,937 > ttabel 1,99897). Analisis koefisien determinasi menunjukkan bahwa Reward dan Punishment secara bersama-sama menjelaskan 68,6% variasi dalam kinerja karyawan, sementara 31,4% sisanya dipengaruhi oleh faktor-faktor lain yang tidak diteliti dalam penelitian ini.

Kata Kunci : *Reward, Punishment, Kinerja Karyawan*

***THE EFFECT OF REWARDS AND PUNISHMENT
ON EMPLOYEE PERFORMANCE OF PT BANK RAKYAT
INDONESIA (Persero), Tbk CABANG BENGKALIS***

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Abstract

This study aims to analyze the effect of Reward and Punishment on employee performance at PT Bank Rakyat Indonesia (Persero), Tbk Bengkalis Branch involving 65 respondents. The method used is quantitative with data collection techniques through observation, interviews, and questionnaires. Nonprobability sampling with saturated sampling technique was used for sampling. The sampling technique used is Nonprobability Sampling with saturated sampling technique. Data analysis was carried out using multiple Linear Regression tests, as well as simultaneous (F Test) and partial (t Test) hypothesis testing. The results of the analysis show that the average scores for Reward and Punishment are 4.69 and 4.73 respectively, in the very high category. Employee performance also has a high average score of 4.69. This study found that simultaneously, Reward and Punishment have a significant influence on employee performance (significance value $0.000 < 0.05$, $F_{count} 71.071 > F_{table} 3.14$). Partially, both Reward and Punishment are also proven to have a significant effect on employee performance (each significance value of $0.00 < 0.05$ with t_{count} of 5.005 and 6.937 $> t_{table} 1.99897$ respectively). The coefficient of determination analysis shows that Reward and Punishment together explain 68.6% of the variation in employee performance, while the remaining 31.4% is influenced by other factors not examined in this study.

Keywords: Reward, Punishment, Employee Performance