

ABSTRACT

This study aims to determine the effect of reward and punishment on the work motivation of banks in Bengkalis Island. The method used in this research is a quantitative method. The data collection method in this study used a questionnaire. The research subjects used as many as 80 respondents, the sampling technique used random sampling. The data used are primary data and secondary data. Data collection techniques in this study are questionnaires, observation and documentation. Processing data using SPSS Release 23.0 For Windows. From the results of the study, it is known that the Sig value for the partial effect of reward on employee work motivation is $0.070 < 0.05$ and $t_{count} 1.955 > t_{table} 1.99125$, so it can be said that H1 is rejected, which means there is an effect of reward on Employee Work Motivation. The Sig value for the partial effect of punishment on employee work motivation is $0.000 < 0.05$ and the t value is $4.095 > t_{table} 1.99125$, so it can be said that H2 is accepted which means that there is an effect of punishment on employees' work motivation. it is known that the significance value for the effect of reward and punishment simultaneously on employee work motivation is $0.000 < 0.05$ and the value of F_{count} is $82.927 > F_{table} 3.11$, so it can be said that H3 is accepted which means that there is a simultaneous effect of reward and punishment on employee work motivation..

Kata Kunci: *Reward, Punishment and employee work motivation*

